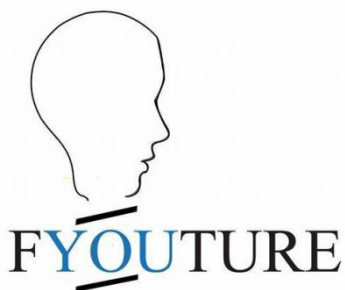


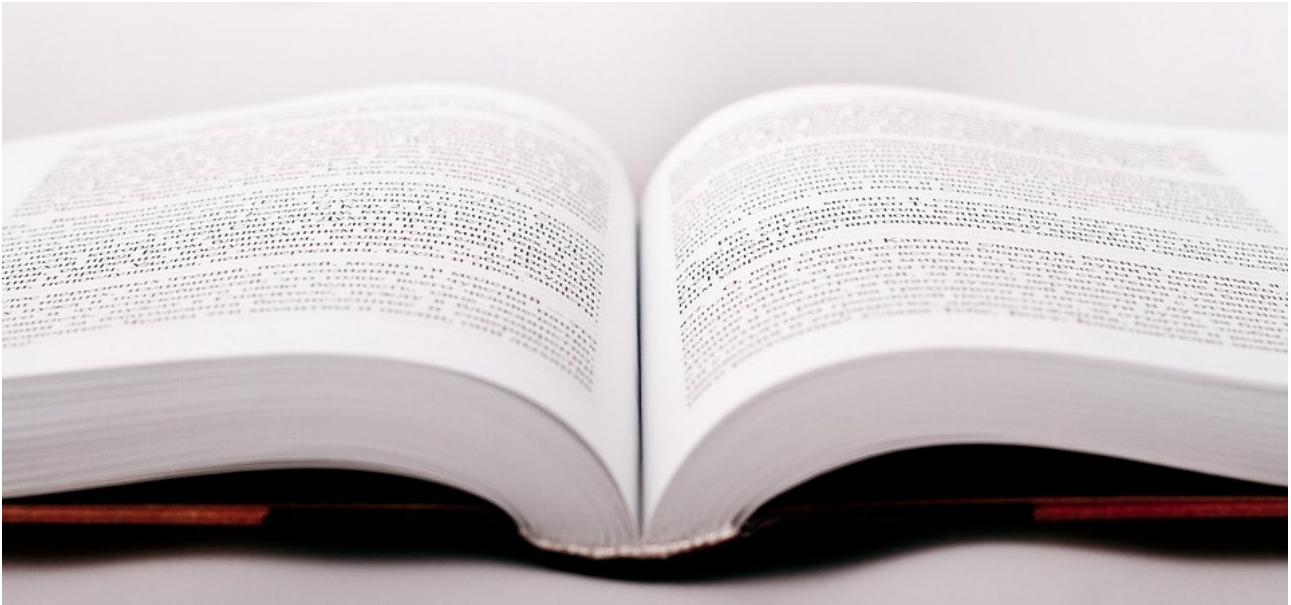


Presentation
of the European project
Founder's Dictionary



Founder's Dictionary

European training course about entrepreneurship



24th September – 2nd October 2017

Turin - Italy

Hotel Sharing – Via Ribordone n. 12

Countries involved: Italy, Germany, Spain, Sweden, Estonia, Turkey, Albania and Macedonia.

The project is co-funded by:



Summary of the project

"Founder's dictionary" is a training course aimed to bring young people with a business idea and young entrepreneurs at the beginning of their career to explore and then to work on entrepreneurship, social entrepreneurship and startup, fighting against youth unemployment and using skills and abilities to share knowledge with youth, to learn an innovative approach and tools.

The activities will take place in Turin, Italy, from 24th September to 2nd October 2017, 24 young people and few young entrepreneur from Italy, Albania, Macedonia, Estonia, Sweden, Germany, Spain and Turkey, plus 3 trainers and 3 people as staff, will work to achieve different objectives.

The main objectives of the project are the following:

- raising self-awareness of young people's personal identity;
- introducing the idea of individual differences and equality of opportunities;
- raising awareness on importance of social skills development as a life-long learning process;
- enhancing youth workers and leaders competences about entrepreneurship;
- providing real life entrepreneurs experience to youth workers and leaders;
- providing skills necessary to endure the first three years on the market, that will be useful to be transmitted to youth target groups of participants;

- encouraging youth creativity and greater utilization of new IT technologies and social networks in developing successful business models;
- combating youth unemployment and financial dependence;
- providing them with information about the ERASMUS+ and about EU opportunities for young entrepreneurs
- looking into how Youthpass can be used as a tool for intercultural learning and reflection.

The main activities we are going to use are:

- Energizers, this will help participants to open up their mind, get some energy and open up themselves towards each other.
- Team building games, prepared games by the trainers and the participants of the guest countries to help the youth workers and leaders open up and to getting to know everyone
- Free time is very important for socializing.

The specific activities related to the topic will be divided in two phases:

1) Workshops and lectures about entrepreneurship, social business and online commerce.

- During the sessions each participant is supposed to create a scheme of his own business plan containing the products and services he offers, the market, the resources etc.;
- Lectures and workshops are going to be conducted by trainers and some experts from local business sectors (one or two people experienced in the area) who are going to present to the participants their knowledge and share their experience;

- Presentation of real success stories revealing all the necessary components for success;
- Utilization of new IT technologies and social networks, for selling and promotion of your products and services.

2) Real life simulation of creating an enterprise, searching for funds and clients.

- Participants are going to sit face to face with real business experts and angels (companies, organizations and institutions) to whom they will be supposed to promote their business idea;
- Ranking, in the end, the best three participants in the simulation process, conducted by a commission composed of experts, participating in the simulation.



The promoter

Associazione di Promozione Sociale Fyouture - Italy

Fyouture is working especially in youth field, sharing EU spirits, in working on EU citizenship, EU enlargement, intercultural dialogue, media and active participation, through different activities as sport, outdoors activities, cultural events and so on.

Fyouture is also cooperating with schools and universities, doing EU and local projects for students. The NGO has a cooperation also with a secondary school and with some parents associations, it is organizing workshop to share EU values and EU issues with kids, also to explain them the opportunities for youngsters offered by EU Programmes. Our members had a couple of exchanges in 2013 managing activities in nature, hiking and exploring it. Last year Fyouture managed and participated to some exchanges and trainings useful also to learn, improve and practice some new tools and methods.

Members are young people and youth workers who had experiences in other organizations and they founded Fyouture to promote EU values and to help youngsters to have international experiences and improve their skills through different activities which for example games, sport, new media use.



Fyouture has the intent to:

- + promote the knowledge, the use and the dissemination of youth policies;
- + promote European values and citizenship between youngsters and adults;
- + develop and manage projects founded by European Union and by private and public bodies on local, regional, national, European and international levels;
- + build and manage partnerships from local to international level;
- + protect rights and interests of disables.

Fyouture, mainly, works to:

- + realize and participate to conferences, workshops, meetings and seminars to promote knowledge about the opportunities and the topics related to European Union;
- + preparation and dissemination of information through publication;
- + create and realize projects on local, regional, national, European and international level in different fields promoted by European Union;
- + create networks with public and private bodies to realize projects for the community;
- + create networks on European and international levels.

Experience:

The NGO was born in 2014, founded by a group of friends and workers active on European projects writing and management, working in different organizations and in various international youth policies activities. From the beginning till now Fyouture realized many projects in Italy and abroad with the objective to work on youngsters soft skills.

The Association dedicated a lot of energy and activities to develop a relationship with Balkans, creating a bridge with Italy. Fyouture organized the seminars “Be young in Europe” in Skopje and Tirana, with the cooperation of local offices of European Commission and of Italian Embassies in Macedonia and in Albania plus some other local public and private entities. A special attention was dedicated to the relations with Albania, with the realization of the project “European bridge” in Vlora related to youth unemployment, and the project “Fill the rainbow” about environment realized in Biella (Italy) with Albanians. We also developed the seminar about European citizenship “Working for Europe.com” in Skopje, cooperating with the University of Skopje, the Catholic University of Milan and the Italian Embassy in Skopje.

We worked cooperating also with Turkey, realizing the European project “We don’t see obstacles, do you?” dedicated to deaf people in Zonguldak. Then we prepared and managed in Turkey the training course about EU citizenship “Citizenship and New Media”, doing activities with representatives of 14 different countries. Recently we worked in various initiatives in Latvia, Denmark, Sweden, Czech Republic, Spain, Belgium and other countries.

Youth unemployment and entrepreneurship are the main topics for Fyouture and this gave us the idea to start a new pathway in 2016, organizing an EU projects called “Let’s make it real” dedicated to marketing online for startups. We organized it in Turin and we involved Poland, Macedonia, Turkey and Italy. Also thanks to the cooperation with the Chamber of Commerce of Turin, the Unione Industriale di Torino and the Incubator 2I 3T of the University of Turin, we obtained success, so we decided to continue on the way.



Partners

The Producer's House - Turkey

The Producer's House is newly-established informal group of young people coming from diverse backgrounds gathering around the mission of enhancing the quality of life for young people of the community, especially those with fewer opportunities. We invest in the lives of the youth of today in order to build the leaders of tomorrow by providing training and guidance. We aim to empower youth to become a producer rather than a consumer for a better future.

Our Intended Projects:

- Promoting voluntarism
- Maker Workshops
- Erasmus+ training
- Personal and career development
- Life-coaching
- Sport Tournaments
- Art Classes

Qendrat Youth for Social Changes - Albania

Youth for Social Changes (YSC) is a youth NGO which works to promote human development of the youngsters with fewer opportunities as people that have value and need equal opportunities.

The vision of YSC is: to integrate and mobilize disadvantaged youngsters and with social problems in society by giving to them the possibility to be the main actors of this change.

We work in three main pillars:

Youth empowerment

Human Rights

Social Inclusion

Youth for Social Changes has this general priorities: To build a youth movement for bringing a social change, to mobilize the youngsters to identify the community needs and to participate voluntarily on his development, to promote gender equality, to raise the self-esteem of the youngsters, to integrate and encourage the employment on them, to include youngsters from different cultures and minorities as Roma or from other minorities which are marginalized, vulnerable and face social exclusion, to increase their critical thinking and if they want a different world they have to give their contribution for it, to raise their capacities, to educate society, media and policy makers in their contribution as future leaders of society.

YSC Activities: Advocacy / Lobbying, projects, trainings, seminars, workshops, self-organized activities, site visits, campaigns, youth centers etc.

Our motto is: “By young people for all people”

Our organization has been working in the inclusion of minorities and marginalized groups, by implementing training and seminars at local level, on wising awareness on intercultural communication.

We also worked with youth from remote / rural areas and the youth from towns/cities, in increasing the cohesion among them and breaking the communication barriers. Thus enabling the youth coming from rural areas, to be more involved and integrated in the life of the towns where they moved.

As an active organization we have been involved in local campaigns on antidiscrimination and Human Rights. Our members are young people coming from different backgrounds and having work and life experience with minorities that actually are in Albania.

Also we have implemented an YE with the main theme of entrepreneurship and youth unemployment. This activity was supported by YIA Programme.

Association Civil Centre for Sustainable Development EGRI - Macedonia

The Association Civil centre for sustainable development EGRI is formed on 12.02.2000 under the name Civil Creative centre PAL Plus by the group of young academically educated enthusiasts with unique objective – to contribute the improving of quality of living of the local community, and under this name it exists since the new Law for foundation and civil society associations, when it was pre-registered and transformed into Association Civil Centre for Sustainable Development EGRI on 02.12.2012 with modified Statute and content of the management and membership of the association.

Objectives and tasks of the Association - Support, initiating and implementation of the activities and projects in the sphere of the economic development with objective improving the living conditions of the local community; connected with the regional, cross-border and transnational cooperation, with objective giving support and contribution of the country in its EU-integrative processes; Improving and promotion of the civil sector through education of the human values , with objective improving the living conditions of the local community; active including of the young population in the process of democratization of the society and improving of their position in it; Support, initiating and implementation of the activities and projects in the sphere of sport, culture and education.

It is active participant on local level in the process of improving the living conditions, especially for the young population.

Landesschülerrat Mecklenburg Vorpommern - Germany

The student council of Mecklenburg Vorpommern represents 177.000 students and we are the voice of our members. Activities for us are all political topics connected to the students.

We are students and the future work will be important for us. So we try to give our own experiences into the project.

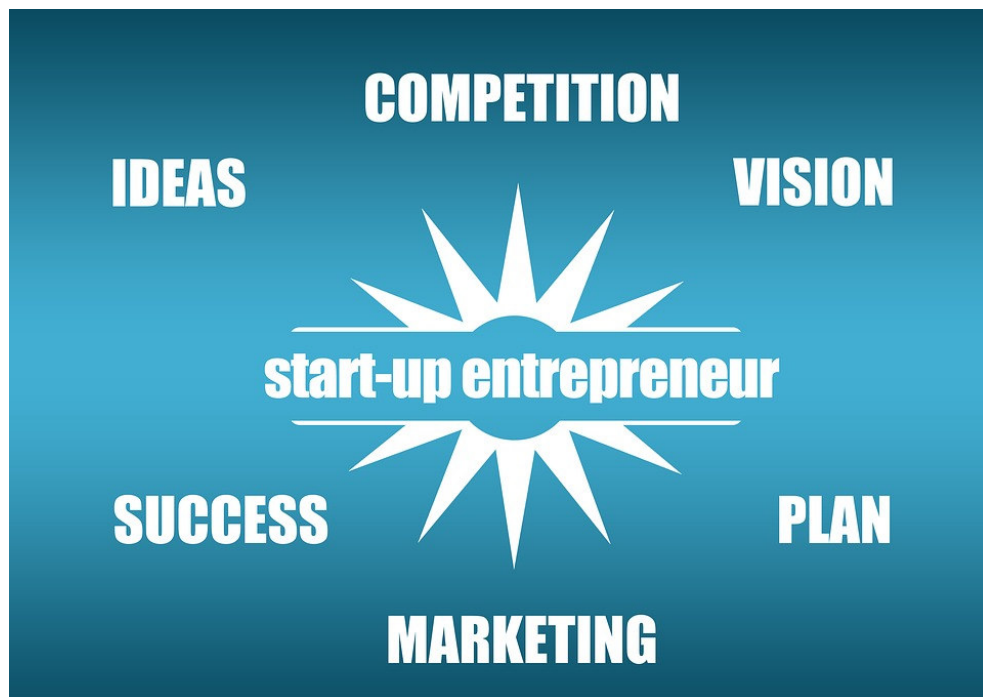


Mittetulundusühing Youth Senate Tallinn - Estonia

Youth Senate Tallinn is an NGO established by young enthusiasts interested in promoting and developing non-formal education through different kind of activities connected with Erasmus+ and other European programmes. We strongly believe that lifelong learning enhances active citizenship, social inclusion, personal development and European diversity in our society. In the period of 2014-2020 we mostly focus on Erasmus+ Programme and our goal is raising the European awareness about non-formal education as an effective tool for self-development. Our main activities are based on intercultural learning by using a non-formal education and youth program actions in order to encourage the youth participation in the international context, so abolishing the barriers between countries, reducing the racism and promoting the tolerance between different cultures.

Our organization has been involved in project management since 2011, even before being officially registered. We have been partnering with other international organizations and helping with leading and preparing the projects in the frame of Youth in Action programme, now in Erasmus+. Starting from 2014 when Youth Senate Tallinn was officially registered, we have already sent more than 150 youngsters on Erasmus+ projects. During 2 years of existence we have already received 5 grants for implementing four youth exchanges and one training course. We provide information and opportunities for all youngsters about Erasmus+, international conferences and other kind of priceless activities that can positively effect on participants lives and future employment. We also organize and take active part in seminars,

trainings, conferences to share experiences and knowledge between members of the association and exchange experiences. We use non-formal learning methods to promote topics such as environment, cultural diversities, solidarity, tolerance, youth inclusion and entrepreneurship and active citizenship.



La Sabina de El Bonillo - Spain

La Sabina de El Bonillo (LSB) a non-profit and non-religious and apolitical organization established in September 2015, in El Bonillo, Spain. La Sabina is a non-profit and non-religious association officially established in El Bonillo in September 2015. Its vision is an active community whose fulfillment of the existing and emerging needs comes from its own resources through citizen initiative, cooperation of stakeholders and democratic participation, making thus the solutions (and as a result the development) sustainable in the long run.

Its mission is to bring young people, especially those of rural areas, closer to the community's needs by empowering them to become actors of the change they want to see, rather than just passive receivers through:

- Encouraging their participation and initiative taking in local projects.
- Building their capacities through informal learning by the participation in European projects and youth exchanges, contributing thus to the enhancement of their professional and personal development
- Offering a space for them to develop their own initiatives.

The first initiative that LSB started was to bring together all the different stakeholders in El Bonillo to identify the need of the youth. In response to the need identification, the association applied for its first Erasmus + project, Active in Community which was granted and was successfully implemented in El Bonillo.

It brought together young people with fewer opportunities who participated in a youth exchange for the first time from the town itself, Albania and Greece. The project caused a big impact in the town's life, but especially in the participant's life.

Inspired and empowered by the values promoted by Active, the members of the organization took a step forward and joined different initiatives during the summer:

- Factors of Change International Summer Camp, in Marqinet Albania where they organized a summer camp for rural marginalized children along with fellow volunteer from the UK and Albania.

- Refugee camps in Katsikas and Tsepelovo, Greece, where they worked along with other volunteers around the world in relief humanitarian work in areas such as education, leisure and nutrition.

In November 2017 the members of the organization started organizing informative and awareness activities with regard the Erasmus + program. They targeted high school seniors who are more likely to move to other bigger cities (to pursue higher studies or search employment) and encounter more possibilities to find organization who are active in the program.

The members of LSB have participated in several Erasmus + training courses and youth exchanges:

- With Media Literacy towards Cultural Awareness and Tolerance Training Course, 07 - 15 January, Prague, Czech Republic
- Green Revolution Youth Exchange 18 - 26 January, Sermignano, Italy

ProQvi ideell förening lokalt resurscentrum för kvinnor med utländsk bakgrund - Sweden

It is a non-profit non-governmental organization promoting empowerment, cultural meetings and active citizenship in rural areas, primarily for women and young people. There are around 50 members in it and we work through personal coaching, opinion building, arranging events and projects to promote cross-sectorial collaboration on questions named above. Our specific expertise lies in raising the awareness and case studies of issues connected to the local policies and conditions, where needs of an individual or a group of people get under prioritized due to lack of research, attention, knowledge or because of strong tradition that have a inhibiting effect on local development. The social context that we operate in can be described as a rural area with strong working class values (e.i. conventional occupations, lack of interest for social innovations and entrepreneurship, low value of education and career building, low trust in active citizenship position, high rate of inequality and hostile attitudes towards representatives of other ethnical groups). Within the last 5 years we have been maintaining private and group coaching sessions for young persons in order to stimulate and support active citizenship and entrepreneurial initiatives aimed to contribute to local development. We have conducted several international cooperation projects in 2011, 2012 and 2014 with the support of local municipalities, in order to encourage young women to take active role in their career building and widening their professional network. We have also organized a series of cross-sectoral meetings (using a Penta Helix model) in order to bring together different stakeholders to discuss the issues and possibilities of local rural development.

La partnership locale

In order to reach the goals and especially to have the opportunity to explore deeply the entrepreneurship sector, some local partnerships are established. Some institutions and organizations will be involved.

Comune di Torino: there will be a technical meeting at the end of August to define the cooperation. The Municipality will explain the activities done to support startups and to make Turin an innovative city for young companies. The cooperation was already experimented in a previous project in 2016.

Camera di Commercio di Torino: with the President of the Chamber of Commerce there is already an agreement and experts from the economical institution will be present during different sessions in order to give information about Erasmus for Entrepreneurs and to talk about the enterprise creation. Also there will be a representative present in the last event and the official partnership.

Unione Industriale di Torino: Fyouture and the entrepreneurs organization already had a cooperation in 2016 for another EU project and now the Association is working to continue.

Cooperativa Madiba: a recent cooperation was useful to start to build a network useful to bring to participants of the training course a direct experience of young people who opened a cooperative active in the social, cultural and educational sector.



Description of the project

The main topic of this project is entrepreneurship. A theme very actual around Europe and treated as main solution to youth unemployment. Youth NGOs and informal group of young people are working on entrepreneurial learning, to support young people in going deep in this topic, but there are few elements to be considered. To educate youngsters about entrepreneurship it is necessary to have proper knowledge and experience; to help young people it is useful to give them advices and correct information; to transfer good practices to youngsters it is necessary to make them aware about skills they need to become entrepreneurs.

The Europe 2020 strategy acknowledges the importance of entrepreneurship and self-employment in achieving smart, sustainable and inclusive growth. Cornell University in 2015 conducted a study, on behalf of European Foundation for the Improvement of Living and Working Conditions, about Youth entrepreneurship in Europe, analyzing attitudes, values and policies. The picture of the situation is still critical for unemployment, but as well it is evident how the potential for entrepreneurship. The enthusiasm for this way is obvious, and the rates of

unemployment demonstrate a need to use new idea and transform them in a business.

We noticed, reading EU strategies and studies about entrepreneurship, that there is a lack, also reported from youth workers: failures and risks. Seminars and projects are always an opportunity to share successful stories, but young people needs to be aware about the skills they need to start a business. In EU the rate of youth unemployment, according with Eurostat is 18.8%, but in some of the involved countries the rate reach 30% or more. So the problem is really important and to find solutions is a priority. With this project we want to give to young people with business ideas some deep knowledge about entrepreneurship. We will include all aspects, as well with failure stories and some life coach. We need to make youth aware that not all the people are able to run a business, but they can use skills to be entrepreneurs of themselves also working in a company for others.

We developed a program that will help participants to go deep in the topic, but especially to learn and to practice tools, starting from their knowledge and experience as well, that will be integrated in some workshops, to help each other to improve their own skills. This project targets the priorities of ERASMUS+ Programme since it tackles the issue of youth work, contributing to the objective of the Programme related to the overall objectives of the renewed framework for European cooperation in the youth field. In particular we will work, taking them as ours, on these programme's aims: support youngsters in the acquisition of learning

outcomes (knowledge, skills and competences) with a view to improving their personal development, their involvement as considerate and active citizens in society and their employability in the European labor market and beyond;

support the professional development of those who work in youth with a view to innovating and improving the quality of youth work across Europe.

The programme implementation will be in hands of the trainers, but participants will be active, because there will be space for them to share good practices and experiences. There will be as well external experts and entrepreneurs to provide input and guidance through the method of experiential learning, especially the they will be took in understand the goals of the entrepreneurship, meanwhile youth workers and youth leaders will work with different tools, used to answering to their needs, to cover the lack of information and improving the knowledge. The preparation, implementation, evaluation and follow up will be coordinated by the organizers and trainers, who will be in touch with the contact persons of each country involved in the NGOs, to monitoring the project ongoing.

The specific objectives of the project are:

- raising self-awareness of young people's personal identity;
- introducing the idea of individual differences and equality of opportunities;
- raising awareness on importance of social skills development as a life-long learning process;
- enhancing youth workers and leaders competences about entrepreneurship;

- providing real life entrepreneurs experience to youth workers and leaders;
- providing skills necessary to endure the first three years on the market, that will be useful to be transmitted to youth target groups of participants;
- encouraging youth creativity and greater utilization of new IT technologies and social networks in developing successful business models;
- combating youth unemployment and financial dependence;
- providing them with information about the ERASMUS+ and about EU opportunities for young entrepreneurs
- looking into how Youthpass can be used in labor market.

The partnership

The partnership with the other promoter was established during a discussion with the Turkish, the Macedonian and the Albanian partners during a training course in Albania, because of a task given. Starting with needs of target groups we came out with this idea. That was the first step before to share the main proposal with other young people in the NGOs and in the informal group.

Following technology (E-mail, Facebook, Skype, WhatsApp, live meetings) we started to work on the development of the idea and of this application. It was evident that we had a shared vision and sense of commitment. The co-operation with the partners will take the form of ongoing communication through email and telephone. The partners and our organization have clearly defined roles in respect of the project and an allocation of tasks to ensure a quality and successful project.

The motivation for cooperating on such project is due to the fact that the above mentioned partner have a need to express and with Fyouture's and its members' experience in youth policies, in need to further develop strategies and find ways to overcome the problems appearing in this field. The youth workers and leaders of the involved groups need to learn more about entrepreneurship to improve the activities with youngsters in their groups. Each of the representatives of the four groups contacted other NGOs around Europe, according to their previous experiences and we involved other four countries.

Then they involved other partners from Estonia, Sweden, Germany and Spain. They were selected from partners that already worked with Fyouture and with the Turkish, Albanian and Macedonian promoters in some projects abroad and they were chosen because of their experience and because their countries are helpful about the entrepreneurship issues. These groups are facing same problems and with their target groups they are managing some activities in the same direction. All of us need to find a new way to work on entrepreneurship with youth, especially more real and effective. That is why we organize the training course together, sharing some experience and good practices and teaching knowledge and tools.

The theme of the project developed following consultation with the partners and participants.

It was recognized that the theme was of significant interest to the participants and especially the way to discuss and explore entrepreneurship. The objectives of the project are to provide a way to explore all the aspects of the entrepreneurship, focusing on risks and

opportunities as well. Participants will share ideas across cultural lines and increase awareness of differing social and cultural realities, to be united in forming a strategy to develop youth policies in an innovative way. The project will explore the differing cultures and habits, as for needs, of the participant countries and seek to develop a common pathway to find some stimulus. The participants will have defined and crucial roles in the project demanding that they take responsibility and demonstrate initiative and through this process they will achieve personal and social development. They will use what they will learn in their projects, finding a common pathway, dealing with cultures and traditions of each country involved.

PRINCIPLES OF PARTNERSHIP

- Partnerships form to serve a specific purpose and may take on new goals over time.
 - Partners have agreed upon mission, values, goals, measurable outcomes and accountability for the partnership.
 - The relationship between partners is characterized by mutual trust, respect, genuineness and commitment.
 - The partnership builds upon identified strengths and assets, but also works to address needs and increase capacity of all partners..
 - The partnership balances the power among partners and enables resources among partners to be shared.
 - Partners, make clear and open communication an ongoing priority by striving to understand each other's needs and self-interests, and developing a common language.
- Principles, and processes for the partnership are established with the input and agreement of all partners, especially for decision-making and conflict resolution.

There is feedback among all stakeholders in the partnership, with the goal of continuously improving the partnership and its outcomes.

This project can also count on some other local partners that will support the NGOs involved through their experiences and competences.

From the partner organization is required to have persons in their team who are already experienced and involved in entrepreneurship. They will need to share their stories and manage the workshops and sessions during the seminar, but also they will be responsible for logistical issues, such as finding relevant lecturers, and creating a pool of companies, organizations and institutions which will have the role related to entrepreneurship to train and give information to the participants, organizing visits, simulations and meetings.

Participants' Profile

Participants will be youth with business ideas interested in learn to develop them and some young entrepreneurs who wants to improve their knowledge and get more practice to get better results.

They express a need to find innovative ways to explain entrepreneurship and as well to analyze all the aspects. This is the reason and a common element that connects the participants.

There will be 24 participants (3 per country) from 8 countries. Each partner will select them using motivation criteria and keeping in consideration fewer opportunities and as well gender balance, in order to follow the activities with interest and in an active way.

They will write a motivational letter with specific contents about entrepreneurship and will be interviewed by responsible of the implementation of the project of the NGO of the country.

The participants who are joining us in the project have different background even in their own country. The common element is the interest to work on the topic in their local and international events and initiatives.

The selected participants due to their motivation and need to take part and their previous experience in EU projects (considered just as added value), there will be some people who are working in partners groups but who are coming from situation of geographical, social and economical obstacles. They will be also with different age.

The training course will be intended for youth workers and leaders who:

- are 18 or plus years old;
- are motivated to actively participate in the course and able to attend the exchange for its full duration. Participants are also expected to contribute to the programme with experience and good practices;
- are open to use, to improve and learn English language.

During the project, the participants will be required to create more detailed business plan, and to participate in the simulation where they will need to present their own company idea, using specific skills. Once completed the selection, before to start the activities, participants will publish on the Facebook group of the project their business ideas, in order to be discussed and used as a starting point for the works.

We want participants to be in different age in order to mix experience and needs, also in communication, so we can work really on entrepreneurship as option for youth employment, that can answer to the reality of youth for the participants' target groups.

It is requested to each partner to send at least one female in the group of three participants. According to the cooperation we will ask to some partners to send two females and a male, in order to balance the women presence in the training course.

This training courses gives a lot of emphasis in gender balance. In this way we require from all the partners to select equal females and males to participate. Also the daily program is designed in order to be accessible to both gender. All the activities promote equal participation from females and males without any gender discrimination. We will consider are the timing of the project - activities at certain times can support or limit the participation of men and women or how roles and responsibilities are allocated. Finally in the beginning of the project we will make people aware of the consequences of gender intolerant behavior

To make sure the gender balance during the activities we will make groups before we start a activity. But it will also be up to the participants how the will have the groups during the workshops. We think it is better to also look at the participants itself so that also in each group there is a person who can pull the group and that there are no groups with only people with difficulties to express themselves and to be active.

There will be participants with fewer opportunities: economic obstacles, geographical obstacles and social obstacles.

Learning Outcomes

Providing the participants with theoretical knowledge, successful stories, and learning by doing activities before, during and after the training course, participants will be capable to write business plan, to open and run business, with improved communication, presentation and negotiation skills. The practical aspect will help them to use what they learnt to teach to young people in their target groups. Those skills will also help them in their social life, as they will know how to better communicate with other people from their respective community.

The training course experiences, during and beyond the formal sessions, will improve participants' intercultural knowledge, communication skills, communication in foreign languages, digital competences, social and civic competences, as well as boost their sense of initiative and entrepreneurship, theoretical and practical knowledge of business plan components.

The project activities will stimulate participants' creativity, entrepreneurial attitude and nourish their understanding of the potential they themselves possess.

The simulation game that will be organized will raise participant's sense of initiative and entrepreneurship. Because of the multicultural element of the training course, they will also improve their intercultural communication skills and will be capable to understand

and work with people with different personalities, which is important when running a business.

By communication in the official English language they will improve their English but also will learn different languages and culture differences and similarities. By working on their daily tasks they will also some digital competences, social and civic competences, as well as boost their sense of initiative and entrepreneurship.

Since we will invite local youth on the youth exchange for one day, participants will practice communicating with persons they meet first time.

All participants will have a chance to improve their digital competences too, as they will have the task to search for information online, produce documents, present information and communicate online.

The mobility experience will also give participants better understanding of civil society and the youth sector, improve their working habits such as constructive interaction in different environments, tolerance, expressing and understanding different viewpoints. In connection to the theme of the project participants will gain:

- Knowledge and understanding of the specifics of non-formal education;
- Knowledge and understanding of entrepreneurship
- Competence to provide young people with information on entrepreneurship, as well social entrepreneurship, and support them in implementing sustainable initiatives;
- Knowledge and understanding of the values and principles of European Union;
- Knowledge and understanding of the European Youth framework in youth policy for the period 2014-2020;

Additionally to this, they will gain understanding of the multi-cultural and socioeconomic dimensions of Europe and

how national cultural identity interacts with the European identity.

Moreover, the project is an opportunity for a rich intercultural experience as participants will collaborate, engage in common processes, and keep the intercultural environment positive. The project supports dialogue, both informal, and non-formal during workshops, as it is structured in a way that the participants will learn, progress, and in turn give back their learning outcomes to the group in a very positive way. Within the multicultural environment, participants will practice positive aspects of team work: sharing different opinions, coming up with unique solutions, and respecting each others' values.

The methodological approach of the training will be crafted to specifically stimulate participant's self-directed learning, and to give them practical example of the ways, levels and places where learning can happen. Each participant will be invited to create an individual learning plan and use training/mobility experience for personal development. This will be additionally stimulated during the preparation and identification of expectations, reflection groups and mentor meetings.

Participants will particularly develop creativity and innovation. They will additionally understand the management of working time, teamwork and task-related responsibility. Participants will learn about the need to plan, deliver, and evaluate as important notions of any management/working cycle. They will receive training on how to communicate their idea and message to a specific target group, and by that understand skills needed for effective representation and negotiation, and the ability to work both as an individual and collaboratively in teams, but also theoretical and practical knowledge of

business plan components and tips and tricks how to effectively manage the entire process.

European certificate

It will be used the EU certificate Youthpass.

The Youthpass certificate and its components will be presented to participants at beginning during a session about competences development and self-assessment. To recall to Youthpass at any time when they learn something new will be provided to the participants so they can easily fill it. By way of a creative activity, they will be introduced to the Key competences for Lifelong Learning. Questions to stimulate reflection on the individual learning process will be included in the 'reflection sessions' at the end of each day. In the end of the training course, time will be allocated for participants to reflect overall on their learning objectives and outcomes and express them within the framework of relevant Key competences. Participants will be instructed to complete and send this information electronically upon going home. Finally, the host organization team will generate and distribute Youthpass certificates to each participant.

Our planning focuses on the three levels of the project which are described below:

Preparation:

Before the arrival of the participants in cooperation with the partner we will introduce the basics of Youthpass to the participants and we will also guide them

and support them with documents that can help their understanding.

Implementation :

During these phase, we will dedicate a short part of a slot to explain and refresh participants' idea on Youthpass and also explain the way we will work on it. During the training, we will use it as an evaluation technique for self assessment and therefore we will tackle the learning of our participants during the training on two of the reflections sessions planned in the programme.

Follow-up:

The partners, together with the participants will work on the production of the Youthpass, right after the training. Simultaneously, we will be supporting the process in order to have better results and a deeper understanding. After they have completed their learning assessment they will email us their work and we will produce the official Youthpass.

Practical Arrangements

The hosting organization will take care about the accommodation. Participants will be accommodated in a hotel in Turin. Travel tickets will be purchased by the participants in coordination with the project partners.

The applicant organization will provide partner organizations and participants with information about the most cost-effective options for traveling and will provide a pick-up of participants from the bus/train

station or airport to the venue. Insurance will be included in travel ticket. For Turkish participants the hosting organization will facilitate in the process to take visas. For those who will need invitation letter or other form of confirmation in case of being asked for it on the borders - partner organizations and host organization will provide it beforehand. The applicant organization will assist and offer a solution to any problem that may arise regarding travel and accommodation thereby respecting any additional requirements expressed by the participants. Will have skype meetings to discuss about practicalities and we will inform the participants during the first day of the programme . Practicalities which will be discussed during these meetings with partners and will be agreed on are: number of persons in one room, amenities, equipment, heating/cooling, cleanness, menu, working room, surroundings and environment, safety, closeness to other facilities: bus station, bank, pharmacy, ambulance, post office, etc. Participants will have info pack before the training to be informed for everything on it.

In details.

Travel: we will check the travel options to move from the airport to the place where we will have the training course in Turin, using them. The delegations will travel by plane to go to Turin, the Italians will use train and buses mainly, this because of the distance and price.

Accommodation: the hosting group will organize the meals, coffee-breaks and accommodation, in according with the beneficiary of the grant. The gender balance will be applied. About the food the organizers will have variety

of Italian traditional food, drinks and sweets as well as food for people with special diet (vegetarian, vegan or with health problems). We will check also the options for the accommodation, in order to find the best way to answer to the comfort and the participant's needs.

Safety and protection: each participant needs an insurance. They need health insurance and optional travel insurance. All participants directly involved the project must be insured against the risks linked to their participation in these projects. It is a responsibility of each partner organization to seek the most suitable insurance policy for its group of participants according to the insurance formats available at national level.

In any circumstances, the insurance must cover the following areas:

- wherever relevant, travel insurance (including damage or loss of luggage)
- third party liability (including, wherever appropriate, professional indemnity or insurance for responsibility)
- medical assistance, including after care
- accident and serious illness (including permanent or temporary incapacity)
- legal assistance fees
- wherever relevant, special insurance for particular circumstances such as outdoor activities.

Free Time: the programme will permit an element of free time to allow participants to engage in non-formal learning with their peers and allow the opportunity to reflect on their experiences.

Social security: we will give rules and we will use common rules and behaviors. A leaflet with guidelines and emergency phone numbers such as those of the organizers, the police and the fire brigade station will be distributed to all the participants on the first day. First aid kits and fire extinguishers will be provided in the place of stay. Smoking is not allowed in all the inside places.

Working language

The official language of the project will be English. So all the different sessions and activities of the project will be in English.

Project Management

Fyouture, the applicant organization of this project, undertakes the responsibility to:

- Provide information about the environment in which the youth exchange will take place.
- Keep constant contact with project partners related to the project management process before, during and after the training course
- Ensure that the activity programme elements in the project correspond to the description provided in the application form
- Encourage sharing tasks and leadership of the project equally among all partner organizations and encourage fluent communication between partners
- Bear the financial and administrative responsibility
- Support partners in the follow-up

Additionally, partner organizations will be involved in the preparation of information packs containing all the necessary information that the participants need to know before their departure to Italy .Finally, before the training course begins, participants and trainers will be placed on teams to have two preparatory meetings online, to optimize the schedule of activities based on the expected needs, knowledge and experience of the participants and partners. Partners are highly motivated to participate in this project and run different local, national and regional projects with this topic afterwards we started partnership building process for this particular project and established communication through Skype, Facebook groups and e-mail. Since partnership for this project is standing on voluntary base and will, it is possible that in the process some of the partners is not willing or not in the position to continue participating. In this sense, the applicant organization is taking care of technical replacement and new partner is proposed and proposition jointly adopted.

Other management issues regarding the main activity that the applicant organization will take care of are related to ensuring the implementation of the training course according to the rules of the programme managed by the national agency. The organizational team will be actively involved in the entire process and will be responsible to ensure quality morning and afternoon sessions. The aim will be to encourage the participants to actively take part and to provide them with appropriate knowledge as planned in the project. Quality or practical arrangements and programme will be evaluated daily in reflection groups, during the mid-term evaluation and final evaluation. According to the suggestions, group dynamics,

technical factors and feasibility assessment, programme might be modified during the implementation.

In conclusion, participants will be trained and supported by the project team to further spread/share their knowledge that they have gained through the training course.

Preparation of Participants

During the programme, the members of the groups will be spending a lot of quality time together in order to get to know each other and understand each other's mentality and culture. This multilateral partnership will enable them to discover and become aware of their citizenship and become aware of their different social and cultural realities. The scheduled events and workshops aim to help the participants develop their ability to contact and understand other people of different cultures. This is expected to be achieved by participating to various events, open discussions and workshops. This kind of intercommunication will enable young people to explore similarities and differences between their cultures and promote their own civilization, make new friends and learn about their customs. Youth workers and volunteers should have already some intercultural experience, any way there will be common preparation from the basic information.

Participants by themselves will make presentations of their organizations and countries, by bringing national food, other symbols of their cultures and giving out information in the form of a country profile. During the

activities the participants will have the chance to get to know each other better and increase the level of their awareness about other cultures and understand that even they are coming from different countries, different backgrounds they are the same and also make the circle of inclusion bigger and bigger.

With the help of trainers and facilitators will be provide the appropriate atmosphere for participants to open up to new cultures, and by taking part in interactive simulations and role plays participants will see that only by learning to understand each other and being tolerant we can reach agreements and benefit from each other.

The effort made to organize this TC programme concerns all the participants in town which have been prepared for such an intercultural encounter with meeting other youngsters and youth workers from EU and non EU countries. Therefore, all the members of our NGO will be involved in all the stages of the TC: the choice of the subject, preparation of the programme as well as effectuation of the programme.

They will also play an important role in evaluating the TC and in finding ways to benefit from the experience and knowledge acquired. What is more, the members of the NGOs and informal group will exchange e-mail and phone numbers, in order to keep in touch and create a closer relationship between the groups involved.

Hosting organization will prepare participants by useful information and assistance when it comes to the practical arrangements concerning venue, rules and travel. This will be partly facilitated by partner organizations in a

form of a meeting with selected participants beforehand. Safety and protection measures, insurance, and emergency situations information will also be provided within the info package but included as point for discussion during the meetings. These issues will also be included in the first day of the training's programme, just to ensure that everyone understood and is giving the consent on the mutually established agreements on the group level.

The participants will be given a forum for the exchange of perspectives, attitudes and encouraged to be active citizens, working entrepreneurship and startup, in order to compare their expectations and their needs with the experience they are having and the information, instruments and tools that will be part of the activities of the training course. The task of the participants is to create enterprise projects, learning how to do it. This will be facilitated through allowing participants to do practice, also using ICT.

All participants will receive a "hello" letter , to get introduced to each other, to start preparing the mood for the training and with the following tasks to complete:

- bring their idea of business
- elaborate a learning plan of their learning process during the TC;
- bring something which represent their country (music, pictures, food, games);
- gather information and good practices for youth work.

Facebook group and Instagram profile will be created so the participants can start to get each other and discuss about the topic of the training, raise their questions and concerns, and prepare them for coming on the training.

We will organize the project presence on different social networks and we will build a website.

At the beginning of the project, a group contract will be made by all the participants to ensure the smooth and respectful way of working during and after the training course.

Main Activities

Context and objectives

Each startup contain dreams and skills, but sometimes there is a lack of knowledge, because young people do not know how to manage it, but also how to face the risks and the changes of the market. They need guidance, that sometimes is done by people with some interests, for this reason it is important to give them the proper instruments to be able to handle the different stages of a startup. Also comparing ideas with our Partners we noticed the needs of youngsters, to be more involved and also to be more "free" to interact, to be the real protagonists. This means that we need to create a pathway for youth interested in run their own business, but not just to give some advices, but give them the chance to practice, to prepare their projects and to prepare their tools to improve their work and be able to face the problems related to the market. In this context youth workers and leaders are asked to be trainers for youth, to give them advices, hints and support.

The objectives of the project are the following:

- promoting the value of cultural diversity and active

participation: all the activities provide the chance for youngsters to have an intercultural exchange, because they will work and live together for eight days. Thanks to work groups and interactive workshops, they will be able to have space to express themselves and to receive stimulus to actively participate;

- promoting tolerance and mutual understanding among various cultures: all the workshops and the discussions, especially the work groups will be based on a intercultural dialogue, also to face the needs and to find a synthesis;

- raising self-awareness of personal identity : in some role games they will explore the condition of young people who are starting their own business, but also the role they can have and they should have in the community, with their enterprises;

- introducing the idea of individual differences and equality of opportunities: through workshops based on the differences, like genders, fewer opportunities, different background, the participants will discover how to build a project, how to communicate, facing the differences, to unite them;

- raising awareness on importance of social skills development as a lifelong learning process: working on the ideas and the project creation, participants will improve their skills, but they will also develop new abilities that they can use during their life, understanding the learning process that is for them;

- improve young people skills and raising awareness on importance of social skills development as a lifelong learning process: working on the ideas and the project creation, participants will improve their skills, but they will also develop new abilities that they can use

during their life, understanding the learning process that is for them. Through role play games participants will have chance to practice social skills they possess and to better understand the importance of the social skills;

- encouraging young people for greater involvement within their community: organizing their own project, practicing tools, using ICT, they will understand better the role they have in the community, interacting to find support and also to sell their products or services;

- enhancing youth competences about entrepreneurship: simulations and workshops about marketing researches, to find clients and also supporters for the business;

- providing real life experience of young entrepreneurs of selling and promoting products and services to real clients: meetings with experts who will tell to the participants their experience, but who will also help them evaluating their approach to the market and to the investors, as to the clients, giving them some advices for their projects;

- providing skills necessary to endure the first three years on the market: with experts help and with trainers we will give the chance to participants to explore the different aspect of a business and to develop their project, taking in consideration all the positive and negative aspects, doing some practice;

- encouraging creativity and greater utilization of new IT technologies and social networks in developing successful business models: some workshops will be dedicated to the online tools to implement the business online;

- combating youth unemployment and financial dependence: the project aims is to give instruments to participants to run a business, prevent the risks and face the

problems, in order to have their own job and to be independent financially;

-providing them with information about the ERASMUS+ Programme: an explanation and some work groups that will allow participants to explore the Programme, trying to imagine how they can use it, will help them to know better Erasmus Plus opportunities;

-facing social business and its own bases;

-improving skills in video editing and photography;

-looking into how Youthpass can be used in labor market: a workshop will explain them all the information related to it.

Activities

The training course will be organized in Turin, Italy, between 24th September and 2nd October 2017 and it will involve 24 participants plus 3 trainers and 3 people of staff coming from Italy, Albania, Macedonia, Estonia, Sweden, Germany, Spain and Turkey. Turin was chosen as hosting city because of the presence of helpful startups and enterprises associations with experience to cooperate with groups of a European training course, giving added value to the activities and to the learning process.

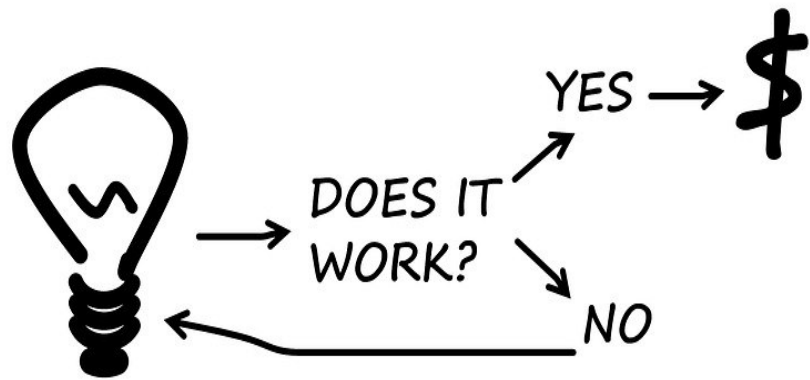
Day 1: Welcome evening, with few games to create the atmosphere, helping participants to socialize and familiarize with each other.

Each day, after meals and before the activities they will have energizers and after sessions a bit of free time, to recover their energy and as well to stay together in a relaxed contest.

Day 2: Participants will take part into activities and

games to know each other better, with name and team building games. Then there will be a presentation of the project, of the programme and of the rules, with the main information about the location. In the afternoon it will be introduced the theme of the project. The participants will be informed also about the Youthpass. Participants will be invited to express through creative expectations and fears with respect to the project. In the evening there will be the startup fair, in preparation of the day after session. Participants will present their business idea, trying to match up with each others.





Business Plan



Over the next days we will carry out a series of practical activities and workshops, but as well meetings with some experts and a couple of study visits to understand better the topic and to practice, in order to improve the skills of participants and to help them become able to create their own pathway, using the what they will learn during the training course. They will practice, to learn how to teach.

Day 3: Participants will have workshops and lectures about entrepreneurship, going deep in idea development and business plan preparation, as a first part. With some work groups to practice and go deep in the themes, starting to create a scheme of their own business plan containing the products and services he offers, the market, the resources etc. They will meet entrepreneurs to know their stories and to start to develop their own business plan during the different days of the youth exchange.

The lectures and workshops are going to be conducted by trainers and experts (people experienced in the area from companies, Chamber of Commerce and Entrepreneurs Organization) who will present to the participants their knowledge and share their experience. There will be a couple of study visits to some startup companies in Turin to have: a presentation of real success stories revealing all the necessary components for success; to know the utilization of new IT technologies and social networks, to work on the real needs of a company and of who is opening it.

Day 4: participants will work on skills needed to develop and manage a business and they will have to work, proceeding on the business plan.

In the evening there will be an intercultural night, participants of each delegation will have the space to propose the traditional food of their countries, to present and to show some traditional dances, or game, or activity to involve other participants. Creativity will be appreciated.

Day 5: participants will visit a startup incubator to know better what type of support a new company can receive and the opportunities. In the afternoon, as a break to refresh mind and energy, there will be a visit of the city. They will have firstly a task, to practice a method of market research for their business ideas and then they will have as well some free time.

Day 6: Participants will work on marketing, exploring as well internet tools and social media use for the company and the products promotion. Then they will continue to work on business plan, on the budget part. It will be important to focus on the resources management. In the evening there will be the NGOs/informal groups networking. Participants will present them and as well they will work on creating some cooperation for future projects.

Day 7: participants will finish their business plan and they will try to present it in an exercise as quick pitch, in a short time they will have to convince others to "support" their project.

Day 8: youth workers and leaders will present to experts from Chamber of Commerce and local enterprises their ideas in order to get an evaluation and as well some advices for a better development. In the afternoon they will explore failures, with some local witness and then they will plan the future together in groups.

During the last day of the activities there will also be space for the networking with some Italian companies and startup, in order to create connections for some cooperation opportunities or just to talk about how to strength entrepreneurship education or skills development.

Day 9: departures

Turin has been chosen because it is a city full of experience, active and creative for startups.





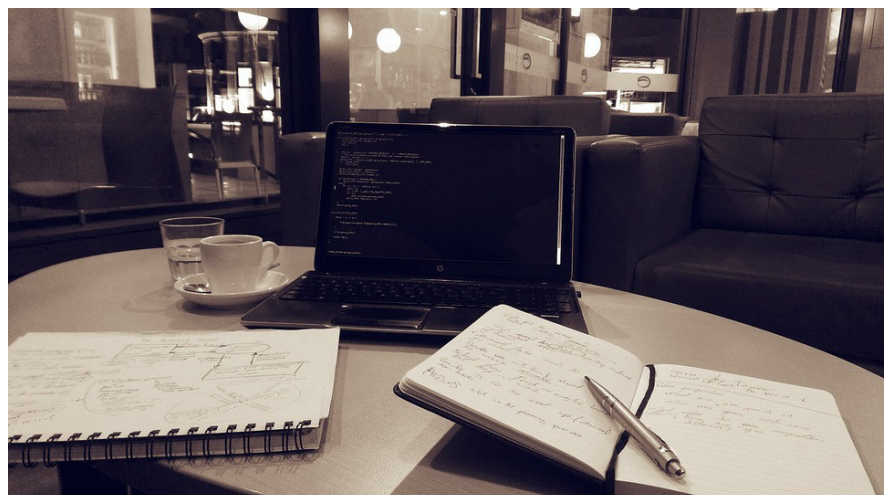
Day	Hour	Activity
24/9	3-8pm	Participants arrival
	9pm	Welcome evening
25/9	9,30am	Introduction to the programme
	10am	Presentation of participants and team building activities
	1pm	Lunch
	3pm	Erasmus Plus Programme and Youthpass certificate presentation
	4pm	The failure: participants will be divided in couples to tell to each other a failure of their life, analizing together the elements and finding a strategy to prevent or solve the problem lived. The failures will be useful to have good examples as exercises about problem solving and risk prevention
	5pm	Presentation of the strategies by participants
	8pm	Dinner
	9pm	Presentation of business ideas by participants

26/9	9am	Introduction to entrepreneurship, defining competences, way of development of an idea to transform it in a concrete project
	10am	Introduction about social enterprise: what they are and how they work
	11am	Work group creation with four people each, divided by interests, keeping in consideration gender balance and country. Each team will fix the business idea to work on during the course. The starting point is made by the business ideas proposed by participants
	12am	Once each team decided about the business project, they will present it to the others
	1pm	Lunch
	3pm	Groups will decide their objectives, the name, the logo of the enterprise (simulated) counting on values and on clients target group
	4.30pm	In the teams they will define roles of members, in order to divide tasks. They will introduce themselves to the others and they will explain about the adopted strategy
	7pm	Dinner
	9pm	ONG fair and of enterprises: participants will present their own activities and activities in their own countries

27/9	9am	Introduction to the marketing and work groups on marketing approaches and methods to promote products and services. It will be used SWOT analysis to help participants to analyze their own resources
	12am	Introduction of competences and of the project management, to give to the participants the proper instruments and knowledge to work on business ideas using their personal resources. Topics: planning, time management, strategic thinking and leadership
	1pm	Lunch
	3pm	Groups will work on soft skills to manage the project
	4pm	Introduction on communication inside a company and as well from the company to the external side. Themes: how to communicate inside the team, selling techniques, staff hiring
	5.30pm	Hire and fire: groups will have the opportunity to fire some of their members with the intent to hire people from other groups. The number of members in each group has to remain the same, but in this way they can improve the quality and the abilities of the team. Obviously the group has to convince each person about their proposal. They will do a simulation without money.
	7pm	Dinner
	9pm	Intercultural evening with countries' presentation

28/9	9am	External visit to the incubator
	12.30pm	Lunch
	2pm	Participants will simulate a market research interviewing people in the city, proposing their products or services, according to their business idea
	4pm	Visit of the city
	7.30pm	Dinner
	9pm	Free evening
29/9	9am	Discussion about the experience lived in the city about the market research
	10am	Introduction to marketing: types of promotion, social media marketing
	11am	Work groups will prepare their marketing plan, focusing especially on selling techniques, working on a promotion of the products or of the services to be sold, in relation to their customer target group
	1pm	Lunch
	3pm	Introduction on the budget
	4pm	Work groups will prepare the budget keeping in mind the resources, the potential income and the costs of their business idea
	6pm	Presentation of the business plan of each group, to verify the situation
	7.30pm	Dinner
	9pm	Networking evening among participants

30/9	9am	Definition of business plan by working groups
	11am	The groups, following Canvas model will prepare a page of presentation about their project focusing on key points
	1pm	Lunch
	3pm	Presentation of the key points of projects in 60 seconds, to prepare the final evaluation
	4pm	Project details definition by work groups
	7.30pm	Dinner
	9pm	Creative evening organized by participants
01/10	9am	Presentation of the project to a commission of experts with enterprises representatives and entrepreneurial organisations and evaluation
	11am	Project results' presentation to the authorities and to media with a press conference
	1pm	Lunch
	3pm	Meeting and networking with local enterprises
	5pm	Final evaluation
	7.30pm	Dinner
	9pm	Goodbye party
02/10	8am-1pm	Participants' departure



Cooperation with stakeholders

The communication with the contact persons will be through e-mail, with the participants email and Facebook. During the project we want to share duties and responsibilities to all partner groups in order to build a strong relationship and team spirit. Each country is responsible for a couple of activities, but they will be filled in by the participants. Each participant will be responsible for the progress and work programme.

By sharing ideas, they will achieve new visions and exchange experiences about the issue. So we plan to organise several activities and events in order to enable participants to learn about cultural diversity of EU and express their opinion in cultural issues. Our working methods will focus on the empowerment of youth workers and leaders, to help them to teach entrepreneurship with complete information and with specific tools. We are an all-inclusive project and we will try to offer to participants possibilities to have an active role in entrepreneurship education.

At the beginning of the activity all the groups will prepare presentation of their country using food, drinks, music, pictures, and computer presentations. Also before the beginning of the activity they will be asked to prepare a presentation about the situation of youth unemployment, startup and employment policies.

For the first days of the project we will also put effort to create a good working spirit and intercultural learning environment. There will be a presentation of the ERASMUS+ Programme and Youthpass.

The rights of the involved parties:

1. To receive information about the project and planned activities.
2. To promote the partnership in the project.
3. To communicate with the participants during the activity in order to offer support and find out about project development.
4. To request and receive support from the hosting organizations in order to obtain the necessary legal documents for the participants for the stay in the host country during the project period if it's necessary.
5. To request and receive the support from the hosting organizations in order to arrange the participants' travel to the host country and return.
6. To cancel the participation of some group members in the project based on justified reasons.

The activity will start with extensive team building and introductory sessions to ensure a solid foundation for integration and the building of relationships. This will incorporate sharing of identity which will dissolve barriers and allow participants to recognize common values across cultural divide. This will take the form of "Exchange Mate"; where the participants will be assigned a 'buddy' from the partner organizations to encourage dialogue and inclusion.

Before to start the activities there will be meetings with some local entrepreneurs and their organizations, included the Chamber of Commerce of Turin. They will be involved as experts in some meetings and they will be updated on the development and on the results, in order to share the experience with them and their target

groups. It will be a step also to improve the activity that Unione Industriale di Torino wants to do to create a school about entrepreneurship. We will test some methods on international level and they will follow and support, in terms of knowledge and experience, the project.



Impact

Direct beneficiaries

The programme of the training course ensures that the groups of youth workers and leaders from different countries will meet and learn about each other's cultures. Meeting the cultures from different regions will give an opportunity to get to know and to explore cultural diversity and to find a common pathway to work on. To be tolerant and to treasure diversity are basic principles in our work. Understanding and respecting cultural differences but also general differences will make them be able to respond respectively in different situation regarding different behavior of the groups that they work with everyday considering that the people that

participants will work with are with different backgrounds and behavior. The project will also support the entrepreneurship practices in an international environment, uniting the different experiences and best practices.

By learning the European aspect of group projects and therefore training course stimulation to work together will enhance cooperation and exchanges of experiences between participants in terms of new networks and projects, both business and Erasmus +.

Biggest benefit on a long term base is that by using entrepreneurial skills and way of thinking they will be able to express their imagination, to use their creativity and find connections with the others; accept the difference and appreciate it, will become a better and more quality person which will have greater success in their job either through business or through youth work.

Because of the training elements and the content of the TC the participants will gain the required skills to start up or successfully run an existing business. The knowledge will help them to run the business with success and will ensure that business endure the first three most difficult years of the business. The acquired knowledge will be shared to other employees of the future or current company so new people will benefit. The participants will learn how to transfer that knowledge to other people. Also successful business will serve as indicator of success, a good practice example that other companies will start implementing the same, but better

way of doing the business they run. Of course running successful business means financial stability for the owner/ manager and employees' family which means better life for themselves and the environment they surround.

From the other side with the same knowledge young participants with knowledge of how to make a business plan but also how to practice entrepreneurial skills will be better in their work with other people and will result in more quality business activities. Youth will have more instruments for capability to open a business or with the new skills to be more competitive on the job market. Both way means decreased structural unemployment and more equality in the society. Participants will have also the role of multipliers.

As we mentioned before the trainers will use power point presentations about theory sessions and also we will prepare with the participants one game and tools catalogue which includes the games and exercises in the project.

The network established through this project of organizations having and not having experience with the ERASMUS+ program, have the possibility to make new projects. We will use the Facebook group which will be open during the project, to keep in touch with the participants and follow up the organizations.

This training course will offer to youth workers and leaders the chance to identify common values with other young people from different countries despite their cultural differences.

Ten days of activities will give to the participants the time and the tools for overcoming prejudices about “the others” and to foster the feeling of belonging to Europe. The workshops are designed to give confidence to participants to become entrepreneurship ambassadors in their societies and to be open minded towards others. They will learn a new approach to the topic and they will use it in their own communities, improving the local projects and giving a better support to young people to increase knowledge and skills.

Impact on local and European level

During the evenings locals will be invited to join the group, especially when the organizations will be presented.

The project aims to attract people’s attention to the differences existing in our society on the score of EU identity, to reflect the diversity and complexity of the present situation in our society, to make them realize the importance of stereotypes breaking and open-mindedness. In this way, the project is expected to support the personal development of the participants by making them more tolerant, open minded, respectful and ready to live and work together with people with different world vision from other cultural groups.

The project will be shared with other NGOs around Europe, creating a network to spread tools and methods about entrepreneurship, youth employment, helping youth with the interest to run their startup.

This training course will offer to participants the chance to identify common values with other people from

different countries despite their cultural differences. Ten days of activities will give to the participants the time and the tools for overcoming prejudices about “the others” and to foster the feeling of belonging to Europe. The workshops are designed to give confidence to participants to become entrepreneurship ambassadors in their societies and to be open minded towards others. They will learn a new approach to the topic and they will use it in their own communities, improving the local projects and giving a better support to young people to increase knowledge and skills.

Participants will learn more also about ERASMUS+ Programme and deliver this knowledge to local people in the involved countries. It's important to say that this will be a big international training course in Turin local community. So this will be a great chance for local people to get in touch with youth workers and volunteers from different countries. Also people from other partner countries will become more aware of ERASMUS+ Programme parts and start to be more interested about non-formal education, intercultural learning and youth issues in other countries.

The project will attract people's attention to the differences existing in our society on the score of EU identity, to reflect the diversity and complexity of the present situation in our society, to make them realize the importance of stereotypes breaking and open-minded thinking. In this way, the project is expected to support the personal development of the participants by making them more tolerant, open minded, respectful and ready to live and work together with people with different world vision from other cultural groups.

Because of the gained knowledge and skills and their success they will be active citizens that will participate in the policy making process and will enjoy full respect and honor from the society which will contribute in becoming a community leaders and more and more capable and successful persons with sense of European identity and values that will be transferred to the local people through everyday work.

Stakeholders will use the experience to strength the relationship among enterprises and young people and they will help us to have an impact on enterprises as well and in the region and in the country. Thanks to their connections abroad they will work with other sector organizations to work on common policies about entrepreneurship.

Dissemination of projects' results

The outcomes of the projects will be published by the hosting and the sending organizations of participants using their variety of channels for promotion and information of their activists and followers. These methods include online tools like Facebook pages of the NGOs, homepages, Twitter, etc. Furthermore the newsletters will hold detailed descriptions of the discussions and the outcomes. The local organization as well as its partner to promote their activities and reach their aims hold different local activities.

Each partner organization is entitled to use and practically apply the project's outcomes. It is achieved

through transfer and adaptation of existing results to the needs of new target groups.

In order to achieve the dissemination and exploitation of results, all the participants of the project will put in place measures to disseminate and exploit the results of the training course. Standard dissemination and exploitation measures will have the same format as visibility measures indicated in the section above; the main difference is that dissemination and exploitation measures focus on our project's results, rather than its Activity and objectives. For this reason, dissemination and exploitation measures occur after the training course has taken place.

As well as the standard dissemination and exploitation measures, leaders and participants of our project will set up additional measures to spread and highlight the value of their project's results. As an Examples of additional dissemination and exploitation measures we plan to organizing public events (presentations, conferences, workshops); creating audio-visual products (video shared via internet); setting up long-term collaboration with media (press contributions, interviews) developing information material (newsletters, brochures); creating an Internet portal, etc.

On every printed document we will use the logo of the Erasmus + and the European Union as well as all other required specification. A banner will be posted in the working room. The training course will be covered by television, newspaper and website advert. Every team of participants after returning back in there community will organize a small interview with local or regional TV channel as well as local or regional website interview.

When it comes to keeping in touch with our new friends, we plan to exchange e-mails and phone numbers. We also aim to the creation of a common webpage, i.e. a platform of e-communication. After the completion of the programme, via internet the visual material will also be offered to all the participants but also to other organized groups interested in ERASMUS+ Programme.

The contact persons with participants of the partners will publish results of the project using their web page in their home country. The participants have to utilize information in the community they live and disseminate the achievements they found out in the frame of an intercultural and international project.

At the end of the week we will have an open house for everyone who wants to see what the participants done during ten days. We will have also local journalist during this open house. We are more focus on the learning process of the youth workers and volunteers than on the results of this project. So next to the fact that we hope we have posters with the opinions of the youngsters our main aim are the personal learning goals of the participants.



Marketing plan

The project will be presented through press releases and postings on social networks, in order to present the activities and news will also circulate through the Fyouture and project Partners mailing list. The sponsors will be mentioned in an appropriate way, with their logo. Month of July/August 2017.

As far as project communication is concerned, a video presentation of the project will be realized to be disseminated on the Internet at the beginning of September with the objective to attract the attention of the media, businesses and young people. The sponsor can be present with the logo and a message. It will work in August 2017 to disseminate it from 4 September 2017.

Special social networking pages will be featured on real-time activities during the week of the European Training Course with the #foundersdictionary tag so it will be possible to get the details for people interested outside the project.

On 1 October, a public presentation of the project results will be organized, showed also through the websites and pages on the social networks of the involved organizations. Then via internet the materials of the work produced by the participants in the project will be spread. The sponsors will have space on all the communication material.

Evaluation

There will be four stages of evaluation of the activities included and the experiences acquired during the training programme.

A) Reflection after the single activities or learning inputs by discussing and writing personal learning achievements or new thoughts into the personal journals we are planning to provide for every participant.

B) Daily meetings between the participants and the project responsible from host organization and trainers, in order to evaluate the day in question, discuss the following day's activities and solve any problems that may come up.

C) Halfway evaluation: After the first half of the programme all the participants will be asked to take part in a mid-evaluation, which will be done in two ways:

1. Written, based on a structured questionnaire
2. Orally, by discussing and taking into consideration all the points of view.

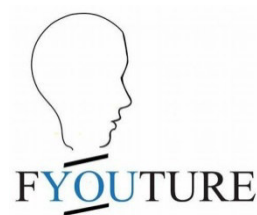
D) Final evaluation (after the completion of the programme) in written (based on a questionnaire) and oral form (based on discussions).

The questionnaires will be analyzed and the results will be included in the final report of the programme and sent to all the participants and other concerned parties.

We need to mention as well that there is a long term evaluation planned 6 months after the project to assess long term results but also the trainers and partners will be ready to support and coach participants in the implementation of their action planning to develop, evaluate and improve their projects and personal skills and competences.

Another aspect of the follow-up stage will be establishment of some type of Entrepreneurship Forum on the Social media, where all the participants, but also other interested in the topic, will be able to share ideas, give advises and help each other regarding tools and entrepreneurship learning.





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