



# IDEA 4U

Innovative Design of Entrepreneurial  
Activities for Youth

Erasmus+ Training Course

12-20 November 2019  
Nea Makri (Athens), Greece.

# Context

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Given the current context of **high youth unemployment** in many European countries, there have been raising initiatives from youth work stakeholders to build up the entrepreneurial competences of young people, not only to have them create their own jobs, but mostly to have them adopt an **entrepreneurial approach** to their professional careers.

However, the tools that have been used for **entrepreneurial learning** are yet to evolve in order to adapt to the new challenges in an increasingly digital era. This is particularly needed in order to reduce the vulnerability of the NEETs and raise their employability in a fast pace changing **job market**.



## Goal of the project

As one of the trendy methods in innovation and entrepreneurship education, '**Design thinking**' remain an exclusivity of the 'start-up scene' and lately gaining ground with social enterprises, but it is still far from being adopted by the youth work community, even if its process is non-formal education friendly.

Therefore, the goal of '**IDEA 4U**' is to support youth workers in developing and sharing effective **innovative methods** in **entrepreneurial youth work education** aiming to reach out NEET youth by introducing and experimenting the **Design thinking Methodology**.

# Objectives



## Partner organisations

- 1 Federate 30 European youth workers to become multipliers of the 'Design Thinking process' adapted to youth work practice.
- 2 Gather the youth workers to get hands on the 'Design Thinking' process, by creating 7 business ideas inspired from pre-defined challenges in their local community.
- 3 Up-skill youth workers to foster the employability and sense of initiative of 250 young NEETs from 10 European countries.
- 4 Develop the toolkit 'IDEA 4U' detailing the process of 'Design Thinking' as applied to entrepreneurial learning in youth work.

NAME OF THE ORGANIZATION	COUNTRY
Coconut Ísland	Iceland
ASOCIATIA GEYC	Romania
ENVIRONMENT ONLINE - GREECE	Greece
FREEMINDS IN ACTION	Italy
EURO - MEDITERRANEAN ASSOCIATION OF EXCHANGES VOLUNTEERING EVENTS POLSKA	Poland
FORENINGEN FRAMTIDSTAGET	Sweden
BULGARIA YOUTH ASSOCIATION	Bulgaria
SISTEMA UN G LATVIJA	Latvia
YOUTHFULLY YOURS SK	Slovakia
EuroMueveTe	Spain

# Working methods

The methods used during the project will be non-formal, inclusive and participatory.

The training will use diverse non-formal learning methodologies mainly based on **Design thinking**, where the participants of the training will have a chance to go through its process and experience its 5 stages: Discovery, Interpretation, Ideation, Experimentation and Evaluation. Hence, the participants will be developing a business based on a social challenge involved in teams throughout the week. An open space will also be dedicated for the ones who'd like to share knowledge and exchange practices in the training related topics.



# Profile of participants

'IDEA 4U - Innovative Design of Entrepreneurial Activities for Youth' has one main activity, which is a training course, taking place in Athens, Greece in November 2019, and gathering 30 participants from: Iceland, Romania, Greece, Italy, Sweden, Bulgaria, Poland, Latvia, Slovakia and Spain.

This training is made for youth workers (gender balanced and 18+) who are:

- Youth workers: who are empowering young people, and

regularly conducting local activities with young people in the areas of employment and entrepreneurship.

- Non-formal education trainers/facilitators: Who have facilitated previous activities aiming to drive the entrepreneurial learning of their participants and interested in the Design thinking methodology and creative thinking methods in general.
- Young entrepreneurs who are in the process or have set up a form of organization

# Accommodation

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The training course will take place in Thomas Beach Hotel in Nea Makri (Metropolitan Athens).

Website: <https://www.thomasbeachhotel.com.gr>

The participants will share double or triple rooms with bathrooms.

The hotel has good standards ensuring a quality delivery of our training course, the meals are in buffet and will be taken in the same venue.





# Transportation & finances

The project is funded by Erasmus+, allowing us to cover travel, accommodation and meals for the selected participants. There's a contribution fee of 40€.

The participants are invited to use the cheapest means of transportation. The reimbursement of travel costs will be done up to 4 months after the end of the training course given that all the documents are received in the conventional format, taken into consideration the participants' active participation as well as the preparations and the dissemination actions completed.



## What to bring?

- It is mandatory to have a health insurance valid in Greece throughout your stay such as the European Health Insurance card.
- There will be an intercultural night, you may bring light objects that can represent your country, as souvenirs or snacks.
- A laptop.
- Good mood, ideas and lots of energy!

# Timetable



Timing	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
	12 November	13 November	14 November	15 November	16 November	17 November	18 November	19 November	20 November
9:30 - 11:00	Arrival	Teambuilding and getting to know each other	Intro to Design Thinking	Phase 3: ideate	Free Time	Phase 5: test	Marketing tools	Final pitching	Departure
11:30 - 13:00		Objectives, schedule introduction Expectations, fears and contributions	Phase 1: empathize	Phase 4: prototype		Explore business canvas model	Learning by doing - business canvas model	Erasmus+ / Erasmus for young entrepreneurs	
15:00 - 16:30		Introduction of concepts: entrepreneurship, entrepreneurial learning, youth unemployment, social entrepreneurship, intrapreneurship	Phase 2: define	Roundtable with practitioners / experts on entrepreneurship	Entrepreneurial initiatives market - Led by the participants	Trends in entrepreneurship: social, green, digital	Study visit to a social enterprise incubator	Closing the Development of the TooLabs	
17:00 - 18:30		TooLab			TooLab		Final Evaluation		
18:30 - 19:00		Reflection groups							
19:00 - ....	Dinner Time & getting to know each other	Guess my passion	Walk in the city	Intercultural Night	Free Evening			Farewell Party	

The sessions on the schedule could be subject to change

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# Contact

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