

Biz2Youth Green

Youth Exchange

10-18 April 2024
Sigulda, Krimulda
Latvia



Jaunatnes starptautisko
programmu aģentūra



Co-funded by
the European Union



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Context

and objectives

According to a report by the *Global Entrepreneurship Monitor*, young people aged 18-24 are more likely than any other age group to start a business that addresses social or environmental needs. This shows that young people are particularly interested in using entrepreneurship as a means to create positive change. Another survey by *Deloitte* found that 87% of millennials believe that “the success of a business should be measured in terms of more than just its financial performance” and that businesses should prioritize making a positive impact on society and the environment.

Rather than reminding how green entrepreneurship is an important driver for economic and, at the same time, ecological growth, we realized that most of the involved youth in the present project proposal already have a highly positive perception of green entrepreneurship. We will refer to the latter as the process by which environmental sustainability and social responsibility are the guiding pillars in entrepreneurial endeavor operations. It is satisfying to notice the growing trend of young entrepreneurs increasingly seeking to make a positive impact on the planet while also creating profitable businesses.

However, why then such an initiative (a youth exchange project) needed?

First of all, our main target group is NEETs, they are unfortunately not the ones who already have an interest in entrepreneurship in general.

Second, although the positive trend goes on, several youths do not have the access to the know-how of entrepreneurial action. The available curricula online do not allow one to get their hands-on business ideas nor develop them, the available knowledge remains theoretical, experiential either if it's in books or conveyed on YouTube channels.

The passage into adulthood requires support, mentorship, and, as we will showcase in this project - the ability to dare, experiment, and meet like-minded youth eager to work on innovative ideas throughout a 7-day youth exchange framed with non-formal yet entrepreneurial education methods such as Design Thinking.

The genesis of the project idea itself came as a result of the project 'Biz2Youth' held in April 2022, where the involved youth got inspired to grow an entrepreneurial mindset but also started considering entrepreneurship as a vector for a clean and sustainable environment. From that time, the present proposal was built to organize a second edition of Biz2Youth focused on green entrepreneurship.

This challenge would call on the youth's creativity to develop sustainable solutions, leading to new products and services that benefit both people and the planet.

In that regard, the goal of 'Biz2Youth Green' is to level up the green entrepreneurial competencies of young people in general and NEETs in particular.

To achieve this goal, we will address the following specific objectives:

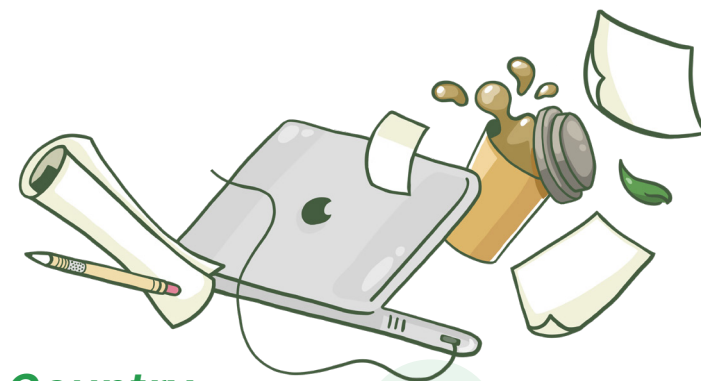
- ♦ **O1. Clarify the positive impact of green entrepreneurship on the environment**, the economy, and the well-being of rural and urban communities.
- ♦ **O2.** Rely on the **'design thinking' method** to create a green business project in multicultural teams, from the ideation to the business plan.
- ♦ **O3.** Encourage participants to **develop creative and innovative solutions to environmental challenges** using the design thinking method and to develop a business model and value proposition using the business canvas method.
- ♦ **O4.** Emphasize the importance of **social and environmental responsibility in business**, promoting a more sustainable and equitable future.

The project comes as a reply to the environmental concerns of climate change and pollution to which young people are reacting en-masse nowadays through movements like Fridays for Future or Extinction Rebellion. The second challenge is the one posed by a job market that keeps on transforming, assuming more ethical values, circular economy, and green responsibility by the Green sector, as that is the growing demand from the customers and consumers. Therefore, our project aims to build and foster entrepreneurship competencies in young people (especially NEETs), starting from an entrepreneurial attitude, and apply it to solutions to today's environmental challenges and ecological concerns of youth across and beyond Europe.

The denomination 'Biz2Youth Green' (green business to youth) reflects the spirit to have during the project, as we will experiment different methodologies and expect from the participants that while keeping their environmental responsibility in mind, to be ready to take a leap into creativity, determination, and not being afraid to fail.

Partner

organizations



Name

MI HI

Asociatia GEYC

Asociación para la Cooperación al
Desarrollo e Inclusión Social Amanay

Euro-mediterranean Association of
Exchanges Volunteering Events Polska

Kulturális Kapcsolatokért Alapítvány

Sdruzenie Balgarski Mladezhki Forum

Youthfully Yours SK

Seiklejate Vennaskond

Country

Latvia

Romania

Spain

Poland

Hungary

Bulgaria

Slovakia

Estonia

Profile of participants

The project consists of one main activity -a youth exchange- taking place near Sigulda, Latvia. The week-long youth exchange will gather 50 participants from the following countries: Latvia, Romania, Spain, Poland, Hungary, Bulgaria, Slovakia, and Estonia. There are 4 profiles of participants:

8 youth workers (group leaders) and 2 facilitators

- ♦ Youth workers: working directly with NEETs (18-25 years old) and regularly conducting activities likely to develop the skills, knowledge and attitudes of this target. Conducting activities facilitating the entrepreneurial learning process, informing and supporting young people outside the formal education framework.

24 NEETs (18-25 years old)

- ♦ Who are neither students, employees nor trainees
- ♦ Coming from regions with few job opportunities
- ♦ Demonstrating a particular interest in developing their entrepreneurial spirit and are concerned by the environmental issues
- ♦ Motivated to start their own businesses
- ♦ Some may have an activity, but lack professional and career prospects.

8 youth (18-25 years old)

- ♦ Demonstrating a particular interest in developing their entrepreneurial spirit and are concerned by the environmental issues
- ♦ Motivated to start their own businesses

8 young entrepreneurs

Who will apply to participate in the exchange, or will be approached spontaneously by the partner organizations. This young people must meet the following criteria:

- ♦ Have an entrepreneurial experience, in the creation and management of a company for at least 3 years, in the environmental field.
- ♦ A criterion of age group (18-30 years)
- ♦ Interest in the development of non-formal entrepreneurial education
- ♦ Interest in the development of ecological sustainable solutions to local/rural challenges.
- ♦ Sharing of their knowledge and experience during the exchange

Expected results

As tangible results, the participants of “Biz2Youth Green” will produce:

- ♦ Innovative digital campaigns to emphasize the importance of social and environmental responsibility in business, promoting a more sustainable and equitable future.
- ♦ The development of business plans prepared for implementation based on the participants' contributions.
- ♦ Infographics based on qualitative and quantitative research summarizing each group of participants' local and national entrepreneurial realities (8 countries)

Accommodation and transportation

We will organise the pick-up and drop-off for all the participants from Riga to the venues and back. Participants will be hosted in two different guest houses, within 5min drive from each:

Hotel Senleja

A hotel with triple or quadruple rooms with all the necessary amenities and private bathrooms.
<https://hotelsenleja.com/>

Reinis Hotel Sigulda

Which is a guesthouse on the outskirts of Sigulda Surrounded by a peaceful natural landscape, the Reinis is a 10-minute drive away from the town center, Turaida Castle and the Gauja Valley, Gauja National Park. A comfort stay for all participants, in shared rooms, apartments of 2,3,4,6 beds quadruple, triple, and twin with private and shared bathrooms and showers, shared kitchens. Free Wi-Fi connection is available. Reinis, viesu nams (viesunamem.lv)

NOTE

We will organise transportation for the groups between the two hotels, note that in the middle of the youth exchange. As sessions will take place in a meeting room a 2 min walk from Reinis Hotel Sigulda.

There will be an exchange of rooming between these 2 places, so each of the groups can experience a different venue.



The weather in Latvia



2° - 11°

April is very cold with temperatures between 2°C and 11°C, warm clothes are a must. You can expect about 3 to 8 days of rain in Latvia during the month of April. It's a good idea to bring along your umbrella so that you don't get caught in poor weather. You can expect a few days of snow in Latvia during April. We recommend having boots in case it's muddy around.

What to bring

Towels and personal hygiene things (shampoo, shower gel) will be provided; participants will need to bring **other personal hygiene** (toothpaste, etc.)

Minimum **one laptop for the country group**. We will have activities that require digital content.

A refillable **bottle of water**

Swimsuit for Sauna

Comfortable clothes and shoes for hiking and walking activities in the forest

Slippers to wear indoors the apartments and the guesthouse

There will be an intercultural night, you may bring light **objects that can represent your country**, as souvenirs or snacks.

Good mood and open mind!

Travel, finances

health insurance

- ◆ The accommodation and meals are 100% covered by the coordinating organization.
- ◆ There is a **contribution fee of 40 EUR** to be deducted from the spent travel costs of each participant. Latvian participants are exempt.
- ◆ The participants are provided with flight proposals that are the most suitable to reach Riga or other Baltic airports. The participants shall book all tickets and be reimbursed up to 2 months after the youth exchange. This reimbursement is conditioned to active participation and completion of the dissemination posts.
- ◆ Checked-in luggage and any other extra flight options are not reimbursed. When traveling with Ryanair or Wizzair, it is allowed to add the priority-boarding option.
- ◆ It is only allowed to book the airline tickets on the airline's own website, not through travel agencies or third-party websites. Plane tickets should always be accompanied by boarding passes. Consulting us is mandatory before booking any plane, train, or bus ticket.
- ◆ It is not possible to stay before and after the travel days unless more suitable transportation options are available one day before and/or after at the expense of the participant.

Appendix

Participation contract

After buying the tickets, there will be a registration form containing the below contract to sign:

1. I have read, understood, and agreed with the elements mentioned in the infopack of the activity ‘Biz2Youth Green’

2. Participation and communication:

- ♦ I will fully participate in the youth exchange and attend all the sessions.
- ♦ I am committed to always being punctual and attending the sessions on time.
- ♦ I will complete the dissemination and communication tasks consisting of publishing a public post in multicultural groups during the youth exchange and a public post relating our experience as national group within the two weeks after its end.
- ♦ I am aware that if I do not respect punctuality and/or absent, I will not be entitled to receive the reimbursement of my travel expenses.
- ♦ Unless expressed on my arrival or in advance, I will allow the organizers to have photos and videos taken of me during activities and publish them on their websites, social media, and promotional materials.

3. Financial conditions:

- ♦ Any ticket to book should be approved by the organizers beforehand.
- ♦ I know that if I miss my transportation, it will be my financial responsibility to reach my destination.
- ♦ I am aware that if my flight is disrupted, it's my duty to get and remain in touch with the airline for them to find the appropriate solution.
- ♦ I will keep my travel tickets and the boarding passes which justify my travel from my place to the airport and back. I will screenshot any mobile boarding pass to avoid its loss. No reimbursement can be done without scanned or electronic boarding pass.
- ♦ The reimbursement of travel costs will take up to 2 months, given that all the documents are received correctly and that all the provisions here are respected.

4. Respect:

I will behave towards the participants and the staff, with respect to dignity, values, religion and culture—irrespective of race, gender, national or ethnic origin, sexual orientation, age or disability.

5. Privacy

I, the undersigned, have carefully read and agree fully with the above stated. Also, by submitting this form, I understand and agree that the personal data I have communicated will be strictly used for the proper conduct of the projects and to provide you with updates and our newsletter. The coordinating organisation collects your data so that we can process your project applications, manage your account, and provide you with updates according to your choices above.

Biz2Youth Green

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