

YEAP! 5TH NEWSLETTER



September 2020

Our YEAP! project

The main objective of **YEAP!** project is to foster the labour market integration of young people, empowering education and training in order to create their own business, by instilling an entrepreneurial mindset and developing the necessary skills to succeed.

Encouraging entrepreneurship is particularly important to face challenges related to alarm-

ingly high youth unemployment rates in most of the EU Member States. Evidently, entrepreneurship and self-employment offer pathways for young people to emerge from unemployment.

The project developed a “Youth Entrepreneurship Advanced Pathway” promoting entrepreneurship education and social entrepreneurship among young people to support them in

becoming active, creative and entrepreneurial citizens.

Project results have been disseminated at European level to promote its future application in other geographical areas. This represents a key objective of YEAP! project, as transferability of the action programme, approach and methodology will be the most effective way to ensure its impact and continuity.

YEAP! Intellectual outputs

- Output 1: YEAP! Flexible Learning Pathway
- Output 2: YEAP! Methodological Guide
- Output 3: YEAP! Toolbox, training activities
- Output 4: YEAP! Business Idea Assessment Guide
- Output 5: YEAP! E- tools

Pilot activities were implemented in all countries of the consortium, giving beneficiaries the opportunity to test the project outputs, who gave valuable feedback but also acquired knowledge and developed entrepreneurial skills through this fruitful process.



Issue Contents :

Partners have organized multiplier events in Sweden, Cyprus, Greece and the UK to disseminate project results.

Info about the events' contents, guests and participants are displayed, showcasing the impact of project's activities at a European level.

State :

After an extension period due to COVID -19 pandemic, our project is reaching to its end in September 2020.

The project results were disseminated to relevant stakeholders through multiplier events organised in Sweden, Cyprus, Greece and the UK .

YEAP multiplier event in Sweden



The multiplier event in Sweden took place on the 22.09.2020 at Folkuniversitetet's premises.

23 people attended the event, including representatives of young people, unemployed youth, and youth workers.

FU project officers presented the project, its objectives and activities, as well as the main intellectual outputs: the YEAP! Flexible

Learning Pathway, the Youth Workers' Methodological Guide, Youth Workers' Toolbox, Business Idea Assessment Guide and the Youth & Social Entrepreneurship e-tools Data Base.

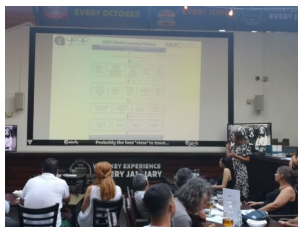
Apart from this, the participants were given a presentation about entrepreneurship from the Professor at Department of Business Studies of Uppsala University, Ivo Zander.

The participants enjoyed the event and

provided only positive feedback regarding the project results presented to them.

FU-Uppsala has made a strong effort to give visibility of the event prior to its implementation, in order to achieve a great participation and impact. 3500 people were reached with Facebook advertising, with 130 people indicating they were coming or were interested to come.

YEAP multiplier event in Cyprus



The Mediterranean Management Centre (MMC) organised the multiplier event in Cyprus on 30th July 2020, from 18.00 to 20.30 at Nicosia.

A total of 30 participants who are business students, young entrepreneurs, young people interested in becoming entrepreneurs, representatives of the national certification body in Cyprus, representatives of companies interested in investing in start-ups, University professionals in the

field of business administration and marketing and representatives of VET centres, participated in the YEAP! multiplier event.

The multiplier event focused on presenting the project, its intellectual outputs and its outcomes, the toolkit developed, the teaching techniques and methodologies aiming at cultivating an entrepreneurial mindset and promote entrepreneurship education and social entrepreneurship among young people.

During the event all the intellectual outputs of the project were presented. Last but not least, one of the topics of the agenda, was the quality of the project and actions on elaborating a cooperation plan for the further exploitation of the project itself.

Participants gave positive feedback about the intellectual outputs of the project. They mentioned that the agenda included many topics related to their interests.

YEAP Multiplier event in Greece

The Federation Hellenic Associations of Young Entrepreneurs (OESYNE) organized 2 online multiplier events for disseminating the YEAP project results.

The first multiplier event was organized in collaboration with Dimitra Education & Consulting and was titled as “Youth Entrepreneurship: From theory to practice”. The event took place on 30/06/2020, 17.00-21.00 EEST and attracted 65 participants. The event was also broadcasted via Facebook live, reaching 1.1K views .

The second multiplier event was titled as “Youth Entrepreneurship: Opportunities and challenges”, took place on 29/09/2020, 16.00—18.00 EEST online via zoom and had 82 participants. The event was also broadcasted via Facebook Live reaching 703 views.

In both events, participants were informed about the aim, objectives and partners and all five intellectual outputs of YEAP project were presented, making also a tour on the project's website for the audience .

A panel of experts partic-

ipated in each event, forming discussions on social entrepreneurship and resilient sectors of the economy, for the enhancement the learning experience and dissemination of the project.

The events' recordings are available on OESYNE's Facebook page to expand the reach and enhance the sustainability of project outcomes, including the use of online tools in project's website.



YEAP Multiplier event in the UK

Rinova's YEAP Multiplier event took place 29th of September 2020, 14.00-15.30 BST as a webinar on Zoom. The event was titled "Pathways to Creative Enterprise - YEAP!" and placed an emphasis upon Youth Enterprise Coaching in the creative industries. It was planned and hosted in partnership with Tomorr Kokona, Creative Enterprise Business Coach, through whom the event reach was extended via social media groups numbering over

1500 followers, in addition to Rinova's own networks. The event was simultaneously livestreamed via Facebook to private groups, who could also access the video of the event afterwards.

The content of the event included an introduction to the YEAP project in the context of the creative industries taking into account the intensification of the challenges that young people face in setting up a creative business or entering a creative career at this

time, as a result of the COVID crisis. The presentation included two videos produced by project participants, an introduction to the YEAP website and a presentation of the project results, as well as a Q&A session and information about complementary projects in the field of creative enterprise.



YEAPI - Youth Entrepreneurship Advanced Pathway

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