



Co-funded by the
Erasmus+ Programme
of the European Union

GREENTREPRENEURSHIP

EASIER DONE THAN SAID

(GREENE)

1/07/2015 – 30/6/2017



Key Action 2

Capacity Building in the field of youth

Project number: 2014-3513/001-001

Dear partners,

Greentrepreneurship (GreenE) is a 2-year capacity-building project in the field of youth employment and green entrepreneurship.

We believe in tackling today's high rates of youth unemployment and serious environmental issues with long-term-oriented, thoughtful and holistic strategies.

Currently, there is a deep need to strengthen knowledge and awareness of green economy potentials, to encourage interdisciplinary collaborative work, to support environment-friendly innovation and to make sure new ideas can be turned into new products or social services.

The project will include mentorship, guidance, counselling, apprenticeships and different activities for enhancing the ability of young people to overcome the potential lack of professional knowledge, of business skills or any difficulties in accessing finances.

LIST OF PARTNERS

Partner Number	PIC	Role	Name	City	Country
P1	948546608	Applicant	Kulturno izobrazevalno drustvo PiNA	Koper	Slovenia
P2	942049839	Partner	Campaign for Change-Nepal (CCN)	Kathmandu	Nepal
P3	949677628	Partner	CENTRO STUDI ED INIZIATIVE EUROPEO	Trappeto	Italy
P4	942130252	Partner	Fundación SES	Buenos Aires	Argentina
P5	941555721	Partner	TANZANIA YOUTH CULTURAL EXCHANGE NETWORK(TYCEN)	Dar es Salaam	Tanzania
P6	948542922	Partner	Associação Check-IN - Cooperação e Desenvolvimento	Beja	Portugal

AIMS AND OBJECTIVES

We aim at promoting youth entrepreneurship, with special focus on green entrepreneurship.

The partners set the following objectives:

- **To foster cooperation and exchange of experiences and good practices in the field of green entrepreneurship and youth employability;**
- To contribute to developing the quality of support systems and the capabilities of youth NGOs dealing with unemployed YP and YP who are neither in employment, education and training (NEETs);
- **To up skill 12 youth workers and expand their capabilities in the field of green economy, sustainable entrepreneurship and to learn the methods of social innovation;**
- To develop a new training module that will be used by NGOs and other institutions engaged in the youth employment and green entrepreneurship;
- **To improve YP level of skills, knowledge and competences needed for their active participation in the (green) labour market;**
- To improve YP knowledge and understanding of green entrepreneurship and to raise awareness about what opportunities it can bring;
- **To build quality transnational non-formal learning mobility network that will be supporting new initiatives and activities on youth employability and green entrepreneurship for young people.**

TARGET GROUPS

Young people (long term unemployed and NEETs)

- At least **36 YP** will actively participate, with the support of the partner organisations and YW.
- The **most active and motivated members** of the local project groups will represent them at the international youth exchange and will receive additional training and info.
- All the local visibility campaign will be targeted at YP as our aim is to raise their awareness about green entrepreneurship: we aim at reaching **10000 local YP**.

Youth workers and representatives of partner organizations

- During the international training course, **12 YW** will get trained in delivering green entrepreneurial education and will afterwards have opportunity to trial the new educational module with a **pilot group of YP**.

Experts, institutions, NGO representatives: They will benefit from networking, being included in the local activities, delivering articles for the newsletters and web pages.

General public: Targeted by newsletters, local informational campaigns and international seminar.

ACTIVITIES AND METHODOLOGY: SUMMARIZED OVERVIEW

1. Kick-off meeting for planning, team building and exchanging methods

September 2015

- to strengthen partnership;
- planning of the project (presentation of the projects' aims, activities, target groups, presentation of partner organizations and the situation regarding youth employment in partner countries, division of tasks among partners);
- partners present different non-formal methods used by partners in order to increase young people productivity and employability.
- See the [*DRAFT AGENDA OF THE KICK OFF MEETING*](#) on page 8.

2. Development of a educational module and supporting learning materials

Oct. 2015 - Jan.2016

Partner organization will together (using their skills and experiences) develop a training module that will serve YW to deliver green entrepreneurship education to unemployed YP. The training module will empower YP to develop green entrepreneurial mindset, which enables the attitudes, habits and skills needed to face the new global green economy.

3. International Training course for YW

April 2016

- to provide YW with new competences in the area of green economy and its effects on the labour market;
- to equip YW with new skills needed for promotion of green skills for youth employability;
- to educate YW for implementation of workshops for young (unemployed) people in order to develop their green entrepreneurial skills.
- See the [*DRAFT AGENDA OF THE INTERNATIONAL TRAINING COURSE*](#) on page 9.

4. Local educational activities

May - Oct. 2016

Each partner will form a local group of min. 6 unemployed YP that will be educated by previously trained YW in green entrepreneurial skills (by using the educational module and its supporting learning materials). Until the end of the course, the YP will develop at least one green entrepreneurial project idea per country. The workshops will be based on experiential learning exercises using methods to motivate learning, stimulate action and understand entrepreneurship through experiences. The course will also offer technical skills and advice in green business planning, marketing and evaluation of potential leads.

5. Local informational campaign

May - Oct. 2016

Each partner will organise an informational campaign in order to raise awareness about green entrepreneurship. This could be: informational video, round tables, exhibitions, informational materials etc. Each partner will choose the most suitable informational tool in regards to its local needs.

6. International youth exchange

January 2017

- presentation of the green entrepreneurial project ideas with the aim to receive the feedback from other participants and trainers and to exchange experiences and good practices;
- thematic activities and Inputs from experts on how to involve young people in green economy;
- preparation of follow-up activities;
- dissemination and sustainability of outcomes.
- See the *DRAFT AGENDA OF THE YOUTH EXCHANGE* [on page 10](#).

7. Creation of Green Economy Newsletters

Oct. 2015 - Oct. 2016

Partners will create together 3 newsletters about the project and its results, including examples of good practice, interviews with green entrepreneurs etc. The aim is to raise awareness among young people and general public about green entrepreneurship skills for youth employment.

→ CHECK-IN will be in charge of the design and layout, proofreading

8. Communication and dissemination

during all project duration

→ CESIE will be in charge of the web page production and administration, project logo design, promotional materials design (posters, flyers)

→ PiNA will be in charge of the realisation of the green projects' promotional videos

9. Evaluation activities

during all project duration

The project will be evaluated during and at the end of the project to ensure fine-tuning of the activities and evaluate the process, impact, results, and atmosphere of the project.

→ Partners will have monthly Skype meetings.

10. Project management

during all project duration

The management will be done by the leading partner. Each partner will nominate a National project coordinator. The communication between partners will be done by online communication tools: e-mails, Skype and Dropbox.

DIVISION OF TASKS AMONG PARTNERS

For ensuring active involvement and achieving cooperation international teams will be formed. Each team will have a predetermined coordinator organization, chosen based on previous experiences, specific skills and human resources.

COORDINATION TEAM	One persons per partner (national coordinator) will be responsible for the general project coordination.	PINA as applicant will coordinate, also due to its experiences with project coordination (Europe for Citizens, Youth in Action).
EDUCATIONAL MODULE TEAM	One person/trainer partner will be in charge for the preparation of the educational module concept, content and division of writing among partners. The team will be also in charge to provide pedagogical support to the international meetings.	PINA will be coordinator, due to their vast expertise both on the topic of sustainable development and education for youth empowerment through workshops, lectures, debates and other non-formal learning techniques.
COMMUNICATION TEAM	One person per partner will be in charge for the management of the communication tools and dissemination of the outcomes at each project stage.	CESIE will be responsible for the coordination, due to its experiences with communicating international projects and familiarity with different communication tools.
REVISERS TEAM	One person per partner will be in charge of monitoring, reporting and evaluation of project activities and recollecting general feedback and suggestions.	SES will coordinate, due to its long-term experience in evaluating and monitoring large-scale volunteer and other multilateral projects.
AWARENESS RISING TEAM	One person per partner will be in charge of the activities aiming at general awareness rising about the topic (Newsletters, local information campaigns etc.)	CHECK-IN will coordinate thanks to its experience in organising different informational activities aiming to promote and raise awareness about the importance of developing YP sense of initiative and entrepreneurship.
Kick-off Meeting	September 2015 in Tanzania	TYCEN
International Training	April 2016 in Nepal	CNN
International youth exchange	January 2017 in Slovenia	PINA

EXPECTED IMPACT

- Increased youth empowerment among participants by active participation in all project activities;
- **Improved cooperation in the field of YP employability and non formal education;**
- Increased awareness of the target groups about green entrepreneurship;
- **Improved mobility of YP and YW by participating in two international workshops;**
- Strengthened capacity and cooperation of 6 youth organizations from 4 continents;
- **Enhanced mutual understanding and intercultural dialogue between project participants in different countries;**
- Increased employability of YP and YW participating in the project activities due to acquisition of personal and professional skills (e.g. sense of initiative, creativity, autonomy and teamwork, language and intercultural communication skills, social skills, leadership and management skills, opportunity recognition, business planning, finances etc.).

DRAFT AGENDA OF THE KICK OFF MEETING

Kick-off meeting for planning, team building and exchanging methods Dar es Salaam, TANZANIA – September 2015 13 participants – 6 national project coordinators + 6 trainers (2 from each partner) + project manager			
DAY	MORNING: 9.00 - 13.00	AFTERNOON: 15.00 - 18.00	EVENING: 20.00 - 22.00
Day 0	Arrival	Get to know	Welcome dinner
Day 1	Info and get to know session Get to know and team building Agenda review for the kick-off meeting Introduction to Erasmus+, overview of the project	NGO Market Presentation of partner organisations and the situation regarding youth employment in partner countries	Intercultural evening – get to know the cultural background of each partner country
Day 2	Detailed discussion of project activities - 1 Development of the training module and supporting learning materials International training for youth workers	Detailed discussion of project activities – 2 Local educational activities International youth exchange Evaluation, reporting and quality control	Socialisation/Cultural evening
Day 3	Detailed discussion of project activities - 3 Dissemination, communication and visibility activities – website, Local informational campaign, Green Economy Newsletters Overview and clarification of the budget	Task division and first tasks Establishing first tasks (website, educational module, preparations for international training) Expectations and doubts towards the project by partners and project coordinators	Socialisation/Cultural evening
Day 4	Exchange of experiences - 1 PINA and TYCEN presents their methodologies and practices aimed to empower young people	Exchange of experiences - 2 SES and CHECK-IN presents their methodologies and practices aimed to empower young people	Free evening
Day 5	Exchange of experiences - 3 CESIE and CNN presents their methodologies and practices aimed to empower young people	Case study with discussion Visit of an green company/ green entrepreneur in Tanzania Discussion about innovative ways to awareness-raising about green economy	Free evening
Day 6	Development of the first draft of the training module Creation of a team responsible for creation of the training module and supporting materials Identification and definition of key competencies necessary to become green entrepreneurship	Evaluation Evaluation of the kick-off meeting Any other questions that have arisen	Departure Dinner

DRAFT AGENDA OF THE INTERNATIONAL TRAINING COURSE

International training course for youth workers In Kathmandu, Nepal – 4/2016 (6 days) 18 youth workers (3 from each country) +2 trainers + 1 project manager			
DAY	MORNING: 9.00 - 13.00	AFTERNOON: 15.00 - 18.00	EVENING: 20.00 - 22.00
Day 0	Arrival	Arrival	Welcome evening
Day 1	Info and get to know session Ice-breaking activities Get to know and team building, presentations of participants Expectations and concerns Agenda for the training Introduction to Erasmus+ and overview of the project	Introduction Introduction to the concept of green entrepreneurship. State of art about youth unemployment and green entrepreneurship in partner countries	Cultural visit to the city
Day 2	Skills to be green entrepreneur - 1 Introduction.	Skill to be green entrepreneur - 2 Developing creativity and innovation to be green entrepreneur.	Intercultural dinner
Day 3	Skill to be green entrepreneur - 3 Communication and intercultural skills.	Educational module - 1 Presentation of the developed Educational module and its supporting learning materials	Free evening
Day 4	Educational module - 2 Open discussion about the methods used.	Successful examples of green enterprises and exchange of best practices.	Presentation of a local best practice
Day 5	Action planning - 1 How to transfer green entrepreneurship skills.	Action planning - 2 Ways and tools for promotion of green skills for youth employability.	Free evening
Day 6	Next steps and evaluation of the workshop Agree with participants on activities, tasks and upcoming deadlines – personal, in local working groups	Feedback and evaluation session Evaluation of learning outcomes by filling in the Youthpass. Evaluation of the all the TC.	Departure Dinner and free evening
Day 7	Departure	Departure	

DRAFT AGENDA OF THE YOUTH EXCHANGE

International Youth Exchange in Koper, Slovenia – 1/2017, 6 days			
25 young people (4 young members of local pilot groups per partner) +1 group leader/coordinator per country + 1 project manager			
International seminar – minimum 50 members of the local community			
DAY	MORNING: 9.00 - 13.00	AFTERNOON: 15.00 - 18.00	EVENING: 20.00 - 22.00
Day 0	Arrival	Arrival	Welcome evening
Day 1	Info and get to know session Ice-breaking activities Get to know and team building Expectations and concerns Agenda for the exchange, introduction to the International seminar	Sharing experience - 1 Each local group presents their green business idea, summarizes the learning outcomes and receives feedback from other participants	Cultural visit to the city
Day 2	Sharing experience – 2 Collective summarizing of the learning from the pilot groups – personal skills and learning, learning of the group	Marketing skills Promotional video making workshop	Intercultural dinner
Day 3	Realisation of green projects' promotional videos -1 Brainstorming and storyboarding	Realisation of green projects' promotional videos - 2 Filming and editing	Movie night
Day 4	Realisation of green projects' promotional videos - 3 Filming and editing	Realisation of green projects' promotional videos - 4 Filming and editing	Free evening
Day 5	Preparation for the International seminar (participants) The participants finalize their green business ideas presentations <i>Meanwhile local coordinators and project manager will evaluate the project - Working methods, different activities, products, results, impact etc.</i>	INTERNATIONAL SEMINAR Presentation of the project Reflection on the green entrepreneurship. - What opportunities it can bring for youth employability. Does it really work? Presentation of good practices and initiatives of innovative financing Public screening of the green projects' promotional videos Feedback from public	
Day 6	Next steps Brainstorming ideas about follow-up activities and project.	Evaluation and feedback; future ideas Evaluation session for the international seminar and youth exchange, youthpass	Departure Dinner and free evening
Day 7	Departure	Departure	