

## Good practice 1 - Greece

### GENERAL INFORMATION

<b>Title</b>	<b>STARTAB Entrepreneurship programme</b> (former beyourownboss.gr)
<b>Country</b>	Greece
<b>Type of initiative</b>	Training & mentoring programme
<b>Training Provider/Actors involved</b>	<p>Corallia with the support of Prince's Trust International</p> <p>Donors: Makios logistics, diaNEOsis, Eurobank, Hellenic Diaries S.A. (Olympos)</p> <p>Supporters: Aristotle University of Thessaloniki, Anatolia College, Committee on Innovation and Entrepreneurship of the University of Peloponnese, Epixeiro.gr, Academy of Entrepreneurship, Bossible.gr, Stelios Philanthropic Foundation, Center for Volunteer Managers of Greece (KEMEL), Action Finance Initiative (AFI), knowl social enterprise, McVictor &amp; Hamilton, Startup Pathways, Bizrupt</p> <p>Collaboration with knowl social enterprise for those you do not wish to establish a new business for developing personal and professional skills for labor market integration.</p> <p>The programme operates under the auspices of the Ministry of Labor &amp; Social Affairs.</p>
<b>Duration of the training</b>	5 days – followed by up to 12 months mentorship and next up to 12 months business consulting for established businesses
<b>Date/Year</b>	2019-today
<b>Geographical coverage</b>	Local / national
<b>Source</b>	startab.gr
<b>Motivation/Selection Criteria:</b>	It is a holistic long-term programme (incl. training, mentoring, consulting) addressed to unemployed or part-time employed youth who wish to become entrepreneurs.

## METHODOLOGY AND CONTENT INFORMATION

<p><b>Training aim/objectives</b></p>	<p>The aim of the training programme is to provide to young people the possibility to:</p> <ul style="list-style-type: none"> <li>● To deepen skills related to entrepreneurship.</li> <li>● To understand the importance of a business plan.</li> <li>● To expand the concept of innovation in entrepreneurship.</li> <li>● To learn how to present themselves and their ideas.</li> <li>● To understand the legal forms, taxation and insurance of businesses in Greece.</li> <li>● To learn how to add value to their product or service</li> <li>● To learn the secrets of marketing and sales.</li> <li>● To get guidance to create their own business plan.</li> <li>● To develop and test their business idea.</li> <li>● To establish their business on a solid foundation</li> <li>● To define their vision and goals.</li> </ul>
<p><b>Target population/beneficiary</b></p>	<ul style="list-style-type: none"> <li>● Young people aged 18-35, unemployed or employed part-time</li> </ul>
<p><b>Training topics</b></p>	<ul style="list-style-type: none"> <li>● Info sessions and application (stage 1)</li> <li>● Develop a Business Idea (stage 2)</li> <li>● Explore Entrepreneurship (stage 3)</li> <li>● Develop Your Business Plan through mentoring (stage 4)</li> <li>● Launch Your Business (stage 5)</li> <li>● Grow Your Business (stage 6)</li> </ul>
<p><b>Mode of delivery</b> <b>Short description of the practice</b></p>	<p>Online and onsite</p> <p>The programme is structured in 6 stages:  <u>Stage 1   Let's Meet:</u> Information Sessions to find out what is the programme structure and topics and how young people can get support to become entrepreneurs  <u>Stage 2   Develop a Business Idea:</u> an all-day Business Ideation Seminar, where participants learn about market trends and how to develop their own business idea.</p>

**Stage 3 | Explore Entrepreneurship:** an engaging and interactive four-day course to learn about the practical side of starting a business:

- Day 1: intro into self-employment (advantages and disadvantages compared to employment), interactive discussions with business experts, setting up personal goals, understanding of existing skills & areas for improvement, learning about legal structures and the Value Proposition Canvas.
- Day 2: Marketing, digital marketing and selling. How to find the target market, place & pricing, market research, competition analysis, creating value for customer retention.
- Day 3: Taxes and insurance, financial literacy (e.g. How find the break-even point and do financial forecasting) The main focus on finance aspects, including pricing, selling, and managing cash flow
- Day 4: design of business plan, pitching, innovation, sustainable development and the business environment in Greece. Clarification about the benefits of mentoring and how to receive support.

**Stage 4 | Develop Your Business Plan:** mentoring support for up to 1 year, with monthly meetings, so that one can design, develop and test his/her business idea in real conditions and preparation of a business plan.

**Stage 5 | Launch Your Business:** Presentation of business plans to the Business Launch Group to receive feedback and useful tips to ensure the viability of each business plan presented. Whoever participates in this stage, automatically earns a place for the Youth Entrepreneurship Awards of the Programme.

**Stage 6 | Grow Your Business:** One can continue receiving support from the Program by having access to useful financial tools and the opportunity to receive Business Consulting by experienced mentors, for a whole year, with the aim of running a sustainable business.

#### Training tools

Discussions, practical exercises, presentations and additional resources, mentoring sessions

<p><b>Impact and results</b></p>	<p>To date, more than 770 young people have attended the 4-day Entrepreneurship seminars and since the launch of the programme, more than 270 young people have received the valuable guidance of Mentors, who provide their services pro bono to young entrepreneurs. In addition, a total of 28 business plans have been completed and presented to the Business Launch Group.</p>
<p><b>Key takeaways for the development of the DigEnYou Curriculum</b></p>	<p>Stages 2 &amp; 3 can be highly relevant for the development of DigEnYou curriculum.</p> <p>Stage 2 is devoted to developing an entrepreneurial idea, taking into consideration marketing trends and local context.</p> <p>Stage 3 consists of the entrepreneurial course that includes a personal SWOT, topics about marketing, digital marketing and sales, financial literacy (basic concepts), business plan creation, pitching and sustainable development.</p>
<p><b>Notes/ Further comments:</b></p>	<p>In addition, for those who do not wish to continue with the entrepreneurship path, an alternative kind of training support is provided for their integration to the labour market.</p>

## Good practice 2 - Greece

### GENERAL INFORMATION

<b>Title</b>	Together we move forward (#parea)
<b>Country</b>	Greece
<b>Type of initiative</b>	Training programme
<b>Training Provider/Actors involved</b>	Coral Gas, in collaboration with Wise Greece The program is under the auspices of the Municipality of Ioannina and has the support of the Chamber of Commerce and Industry of Ioannina, as well as the University of Ioannina.
<b>Duration of the training</b>	6 months
<b>Date/Year</b>	2023-today
<b>Geographical coverage</b>	Local, Municipality of Ioannina
<b>Source</b>	<a href="https://pareaioannina.gr/programma/">https://pareaioannina.gr/programma/</a> <a href="https://www.wisegreece.com/oi-draseis-mas/ekpaideftika-programmata/parea-prochorame-brosta/">https://www.wisegreece.com/oi-draseis-mas/ekpaideftika-programmata/parea-prochorame-brosta/</a>
<b>Motivation/Selection Criteria:</b>	It is a local action that covers the 2 key components of the DigEnYou project: entrepreneurship and technology.

### METHODOLOGY AND CONTENT INFORMATION

<b>Training aim/objectives</b>	The programme aims at: <ul style="list-style-type: none"> <li>● enhancing the theoretical and practical knowledge of participants</li> <li>● developing their entrepreneurial and professional skills</li> <li>● strengthening the local community by providing a more sustainable, humane, technologically and digitally upgraded future</li> </ul>
<b>Target population/beneficiary</b>	<ul style="list-style-type: none"> <li>● Adults who are interested on entrepreneurship, technology and sustainability</li> </ul>

### Training topics

- Entrepreneurship empowerment
- Creation of a business and financial plan
- From idea to practice
- Funding sources
- Effective presentation (pitching)
- Marketing / Storytelling
- Digital Marketing
- Digital Skills (social media marketing, website creation, email campaigns, etc.)
- Business trends of the future
- Sustainability & Sustainable Development Goals

### Mode of delivery

#### Short description of the practice

Online

For six months, experienced trainers offer online training to the participants, on a different thematic every month, such as the business trends of the future, the effective use of technological tools for marketing and communication, storytelling and branding, sustainability and social responsibility, the creation of a successful business plan, etc. The duration of each synchronous learning session is 1,5 h.

In addition, through the "Together We Move Forward" program, participants will be given the opportunity to meet mentors, who will guide them and answer their questions, while at the same time they will have the opportunity to discover successful entrepreneurship models and businesses from every corner of Greece.

The following sessions have been completed/announced so far:

- Entrepreneurship of the future: How we translate global trends into our daily business.
- We create our own sites and effective campaigns
- Digital Marketing: How we create interesting content and effective advertising on social media.
- Business Model Canvas: How we design and organize our own business model in one page.
- Branding, Marketing and Communication: How do I communicate authentically and connect effectively with my audience?

### Training tools

Presentations, share of experiences by industry experts, videos, case studies

**Impact and results**

The programme is currently in progress (started on 29<sup>th</sup> March 2023), thus its impact cannot be assessed at the moment.

**Key takeaways for the development of the DigEnYou Curriculum**

The programme covers topics on digital skills (social media, content creation & storytelling, organic & paid digital marketing) and entrepreneurship (business model canvas, recognition of trends/spotting opportunities, financial plan, funding opportunities). Those thematic areas can be integrated into the DigEnYou curriculum.

**Notes/ Further comments:**

The involvement of industry experts/experienced professionals gives further validity

## Good practice 3 – EU level

### GENERAL INFORMATION

<b>Title</b>	<b>EDEEY- Ethical Digital Entrepreneurship for European Youth</b>
<b>Country</b>	Czech Republic, United Kingdom, Greece, Cyprus
<b>Type of initiative</b>	Project, e-course
<b>Training</b>	Youth Included (CZ)
<b>Provider/Actors involved</b>	IARS International Institute (UK) Symplexis (GR) Centre for Advancement of Research and Development in Educational Technology – CARDET (CY)
<b>Duration of the training</b>	Unspecified, self-study material
<b>Date/Year</b>	2019-2022
<b>Geographical coverage</b>	Transnational
<b>Source</b>	<a href="https://elearning.edeey.eu/">https://elearning.edeey.eu/</a> , <a href="https://youtu.be/V59yIvB_ezw">https://youtu.be/V59yIvB_ezw</a>
<b>Motivation/Selection Criteria:</b>	It is a programme addressed to youth who wish to become digital entrepreneurs, putting also the extra element of ethics and social responsibility that a digital entrepreneur should have.

### METHODOLOGY AND CONTENT INFORMATION

<b>Training aim/objectives</b>	The EDEEY programme supports young people to gain the skills they need to undertake social and digital entrepreneurship. It offers an innovative, accredited training course to prepare those without access to infinite capital on how to utilise digital entrepreneurship as a way of poverty alleviation, whilst also increasing the creation of jobs.
<b>Target population/beneficiary</b>	<ul style="list-style-type: none"> <li>Young people 16-25 y.o, with a particular focus on young people from low-income households, females and those from marginalized backgrounds</li> </ul>



<b>Training topics</b>	<ul style="list-style-type: none"> <li>• Youth workers/educators</li> </ul>
	<ul style="list-style-type: none"> <li>• Business planning and practical advice from experts</li> <li>• Access to finance and other support for your enterprise;</li> <li>• Social media and content marketing</li> <li>• GDPR and digital skills for working remotely</li> </ul>
<b>Mode of delivery</b>	Online and onsite, suitable for blended approach
<b>Short description of the practice</b>	<p>The training consists of 4 courses and each course is structured in different modules. More specifically:</p> <p><u>Course 1. Business planning and practical advice from experts</u></p> <p>Module 1 - Business plans - the basics  Module 2 - Business models  Module 3 - Market Research &amp; Marketing Strategy  Module 4 - Legal Readiness  Module 5 - Finances for non-finance people</p> <p><u>Course 2. Access to finance and other support for your enterprise</u></p> <p>Module 1 - Different types of funding  Module 2 - Risk capital  Module 3 - Opportunities for social enterprises</p> <p><u>Course 3. Social media and content marketing</u></p> <p>Module 1 - Digital marketing  Module 2 - Digital advertising  Module 3 - Search Engine Optimization (SEO) marketing  Module 4 - Email marketing  Module 5 - Content marketing  Module 6 - Digital marketing strategy  Module 7 - Marketing analytics</p> <p><u>Course 4. GDPR and digital skills for working remotely</u></p> <p>Module 1 – GDPR  Module 2 - Cyber security  Module 3 - Digital safeguarding  Module 4 - Tech for good  Module 5 - Digital skills and remote working</p>

<b>Training tools</b>	<p>The training material is suitable for both self-study and face-to face/blended learning. Learners who complete the tests of each course (one per module of each course), receive a certificate.</p>
<b>Impact and results</b>	<p>Lecture slides, additional resources in PDFs, intro/warm-up videos, lecture videos, audio content (podcasts), tests, pre-post assessments</p> <p>At least 200 young people and over 80 professionals working with the vulnerable youth were trained. The results of the project were presented to about 220 people who attended the final events in the 4 participating countries of the project.</p>
<b>Key takeaways for the development of the DigEnYou Curriculum</b>	<p>This training covers a wide spectrum of digital and entrepreneurial skills addressed to aspiring digital entrepreneurs. The e-learning platform structure and diversity of learning resources and tools can be highly relevant for the DigEnYou project.</p>
<b>Notes/ Further comments:</b>	-