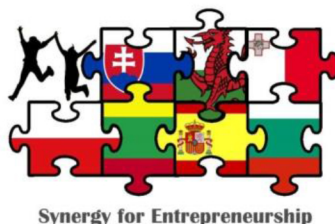


Promote Youth Entrepreneurship Newsletter

2nd Meeting: Wrexham, Wales
27th Feb – 3rd Mar 2013



<http://pye.kszia.eu>



Project Objectives

Find and show good practice in promoting entrepreneurship

Search and present biographies of successful businessmen/women who can be strong ambassadors for young entrepreneurs

Introduce practical, safe ways of starting a business in partner countries

Involve VET students in preparing promotional and marketing materials for promoting entrepreneurship among young people

2nd Meeting

Presentation of the first newsletter

Presentation of 2 Good Practices by each Partner

Discuss dissemination activities

Planning of Useful Biographies

The learning Journey

The first day's meeting in Wrexham took the form of a Learning Journey where the partners explored the area and discovered its business environment, meeting local entrepreneurs and partners. This community works closely with Yale College to promote youth entrepreneurship, promoting wealth creation and commercial enterprise in our locality. The Learning Journey was organized in conjunction with Wrexham County Borough Council's Destination Manager, Joe Bickerton, who is part of their Regeneration Team. Joe has used this form of Learning Journey with several groups of Yale College students as experiential learning: meeting with local entrepreneurs first and their culture of commerciality and entrepreneurship, then integrating learning, commerce and employability into their studies.



Other business partners included in this tour were Wrexham Football Club, Jones the Boats, Chainbridge Hotel, Tourguides4you, Unicorn Travel and the National Trust who were delighted to take part in this Grundtvig Learning Partnership.

Lithuania



Our new partners introduced the aspect of sustainable practices in entrepreneurship, focusing on 2 eco-friendly businesses which were also cases of best practice through their partnership approach; BLOK laboratorija is a creative laboratory and one of the largest manufacturers of beauty products in the Baltic States, using natural products. Working with famous Lithuanian universities, research, beauty and cosmetic centres, and dermatologists, its products are highly sought after and trusted by consumers.

AMG partnership between a young group of Lithuanians and well known American company began from manufacturing round wooden products: dowel and pins from birch. So was created the company ("Apvalūs medžio gaminiai" meaning "Rounded wooden products") was created between a group of young Lithuanians and an American company manufacturing semi-finished wooden products. Today it is one of the biggest dowel pins producers in Europe employing 90 people with its products produced for children's furniture, artist brushes, toys, aromatherapy products, pet feeding and the heating industry amongst others.

Slovakia

Two enterprise students delighted the delegates with a case study each on ground-breaking, innovative Slovakian enterprises, both owned by well-respected local entrepreneurs: Andrej introduced Anton Toma as an entrepreneurial case study. This Slovak company has grown into a major wafer and sweets business, producing over 60 tonnes monthly and consisting of a bakery, packing and export area. Roland introduced the innovative story of Monika Kupcova's Funny Kids Academy – a bilingual nursery school created in 2010 for children aged 15 months to 4 years which has developed into a language academy for children up to the age of 12 years and also an Overnight Hotel for children as an original babysitting concept.

New This Meeting

The delegates officially welcomed our Lithuanian partners on the morning of Friday 1st March. This day's meeting was focused on sharing examples of good practice in promoting entrepreneurship in each partner's country. A wide range of inspirational case studies covering different sectors were presented in an open manner which encouraged questioning, discussion and debate. Each delegate country presented and shared information in a well-informed, professional manner and were able to offer expert help and advice to partners on the structure and implementation of such activities in respective countries. This was a true highlight of the meeting.

Bulgaria

Sylvia introduced the approach to entrepreneurship taken at the Dr Ivan Bogorov Professional High School of Economics which, despite its name, was not solely confined to the world of economics and business. Entrepreneurship is open to all and is accessed through extra-curricular activities. These cross a range of subjects through clubs and societies: from traditional crafts to 21st century skills needed dealing with photovoltaic energy sources. Professional and vocational sectors were covered in this manner.



Another key feature in the high school's provision was the element of competition. This was achieved in a menu of activities ranging from scholarly essay competitions, to entrepreneurial boot-camps and 1-day management experiences. Winning students go on to represent the school at national level. It was good to hear about this directly from our Bulgarian students!

Poland

Excellent examples of national entrepreneurship challenges were introduced by Poland, highlighting how institutions can stretch and challenge their learners:

Young innovative (Młodzi innowacyjni) joins young business environment organizations, universities, business incubators, science and technology parks, with young innovative entrepreneurs through training events and conferences, meetings with business leaders and its flagship event "Forum of Young Entrepreneurs". A great feature of this initiative is the Ideas Bank – a business incubator ideal for new micro businesses.



Youth Business Poland (part of the Prince's Youth Business International) is implemented as Youth Business Poland Technology Incubator Foundation. This helps young people become entrepreneurs by providing financial support and care of a Mentor whilst answering local cultural and economic needs. Young entrepreneurs can also access low-interest loans under the Loan Fund Foundation Technology Incubator.

The Foundation of Youth Entrepreneurship have an accredited handbook for schools, used for a variety of project-based programmes aimed at developing practical entrepreneurial skills and attributes.

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Spain

As project leaders, it fell to our Spanish delegates to manage and capture the 2nd meeting and to coordinate the Good Practice presentations for which we are very grateful!

Content of examples of good practice delivery was covered here too, offering a practical guide to delivery. The Aula de Adultos initiative was used as a best practice example: offering entrepreneurship skills to adults, unemployed, disaffected, marginal and ethnic groups. This is an area of concern to all participating project members so this guide was most welcome.

Wales, UK

Luci Melegari, Director of Faculty at Yale College presented the "Thinc" initiative whose purpose is to support and promote enterprise within the Creative Industries sector, as well as providing a resource for students, staff, and artists & designers in the wider community, leading to the creation of dynamic teaching and learning resources. This Welsh Government funded approach has enabled a move from quality design (artisan approach) to more entrepreneurial activity (quality design, manufacture and sales). This active learning opportunity fully supports aspirations for self-employment or starting a business and assists in identifying potential entrepreneurs. Luci demonstrated how entrepreneurship is thus embedded into the curriculum.

