



Promoting Youth Entrepreneurship: Set Up a Business

Mobility of Youth Workers

5 – 13 August 2017 Ankara, Turkey

www.baskentgenclikhareketi.org

Market Surveys, Business Plan Development,
Marketing, Production, Financing, Selling Goods

If you would like to take part in this Project, please fill the form at <http://goo.gl/forms/HKz2XabnAa> This project can include young people with fewer opportunities like Economic & Social obstacles or Educational difficulties.



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Promoting Youth Entrepreneurship: Set Up a Business

INFO PACK

MOBILITY OF YOUTH WORKERS

GENERAL INFORMATION

Project Reference No:
2016-3-TR01-KA105-036905

Project Period:
30/05/2017 – 29/10/2017 (5 months)

Mobility Dates
5 – 13 August 2017

Activity Days
6 - 12 August 2017

Host Organization

Baskent Genclik Hareketi Dernegi is an NGO focused on particularly youth studies for their personal development via cultural and educational studies and intercultural mobility opportunities. The organization also carries a responsibility for further awareness rising of youths on social exclusion, gender equity, and people with special needs, employment and poverty as well as any issue related to social politics. The executive board and members are consists of PhD Students, engineers, attorneys, interpreters, researchers, under & graduate students and advisors. With the volunteers the number of people who participates the works for the Association reaches up to 100 people. Our motto is “Youth in Charge for More Powerful Civil Society”.

Partner Organizations.

- Baskent Genclik Hareketi Dernegi (Ankara, Türkiye)
pye@baskentgenclikhareketi.org
- Asociatia Tineri Parteneri Pentru Dezvoltarea Societatii Civile (Bucharest, Romania)
iulianghinoiu@yahoo.com
- Élelmiszerklub Közhasznú Alapítvány (Budapest, Hungary)
sarkozy@elelmiszerklub.hu
- Seiklejate Vennaskond (Tartu, Estonia)
haaletaja@gmail.com
- Unione Dei Comuni Montiferru Sinis (Milis, Sardegna - Italy)
eunionemontiferrusinis@gmail.com
- Iva Radosevic (Pozega, Croatia)
dianagrgat@yahoo.com
- Asociación Las Niñas Del Tul (Granada, Spain)
tul@lasdeltul.net ; danielgismera@lasdeltul.net

Başkent Gençlik Hareketi Derneği - pye@baskentgenclikhareketi.org
Anıttepe Mahallesi Turgut Reis Caddesi No: 53 / d Çankaya – Ankara / TURKEY



Promoting Youth Entrepreneurship: Set up a Business” Project addresses to employment issue which is one of 5 main targets of 2020 EU Strategy. Also it is aimed to provide a learning process that involves production and marketing stages of a product while informing participants on entrepreneurship which will assist them to set their own business additional to what the Youth Guarantee Program offers them.

In this context, young people will benefit from a high quality learning process that enable them to be well equipped on entrepreneurship, business planning & marketing strategies and then they will be able to put it into practice by on soap/chocolate and candle souvenir production example. In general, **participants will make a marketing survey in their home country for these products in advance.** Then they will use the survey results and make a business plan under the mentorship of the specialists. Afterwards, participants will produce (melting process) soap/chocolate/candle souvenirs in different colors, smell and shapes then selling those items at marketplaces and online to real customers where they would have already been determined the marketing strategies.

Considering that there are too many cultural factors which discourage too many people from starting a business, particularly young people should be informed, promoted and supported in terms of how to do and how to achieve. Supporting these kinds of initiatives is crucial for the development and the future of the countries as Turkey being at the first place that those have a huge youth population or high rate of youth unemployment.

3 participants from each partner organization that at least two of them will be selected among the young people who have social, economic or educational obstacles/difficulties will take part in this project from Croatia, Estonia, Hungary, Italy, Romania, Spain and Turkey which will be held in Ankara, capital of Turkey in August 2017 with a total of 21 youth worker/trainer.

Together with its contribution to the employability of young people, it is certain that the activities in the project will leave a positive impact on their personal development. Especially it is expected to obtain a positive impact on some of the behaviors and altitudes on predisposition towards team works, increasing the communication and language skills as well as raising the sense of responsibility. On the other hand **each partner organization will organize a cultural event** that enhance the tolerance and understanding among the young people and familiarize the cultural differences. Furthermore, additional to the **sharing of the partner organizations’ experiences on youth studies, a declaration will be prepared and announced that covers the main topics of the project as entrepreneurship, labor market issues including youth unemployment and youth (participation, youth work and youth policy).**

ACTIVITIES

Welcoming and introduction phase will be followed by these activities;

➤ **Presentations of Partner Organizations**

The presentations might be divided into two parts. One is defining the partner institutions' works, experiences, target groups and EVS programs (if any) the second part will be regarding the local market research on supply and demand status for scented stone, soap candle and chocolate souvenirs in your country. Additionally, the presentations will include the supports of authorities or institutions for young entrepreneurs in local and national wide.

➤ **Teamwork : Entrepreneurship – Developing a Business Plan**

Participants will be divided into sub-groups in teamwork and work/research/study under the mentorship of experts.

Teamwork 1, Entrepreneurship: What is entrepreneurship, who could be an entrepreneur, which factors effects entrepreneurs/entrepreneurs, types of entrepreneurship?

Teamwork 2, Business Plan Development: business plan phases, product, administration, employees, market and marketing strategies, taxes and risk factors

➤ **EU Supports for Entrepreneurs**

Short movies and documents will be shared with participants.

➤ **Group Works for Marketing**

An open session covers Marketing process, understanding customer demand, value creation, and strategies for product life circle, micro & macro environment analysis, and marketing mix within the context of pricing.



➤ **Role Playing**

Participants will pretend to be like different Companies / customers in groups. A competition environment will be created that they are trying to survive/increase their market share.

➤ **Group Works**

Participants will be divided into 4 groups.

Group 1: Search for financial supports for entrepreneurs

Group 2: Developing marketing strategies for abovementioned products

Group 3: Developing a Business Plan for abovementioned products

Group 4: Web Site Design, designing posters and brief information regarding product

Afterwards, groups will present their studies.

➤ **Production Phase**

Maybe the most enjoyable part that the participants will produce (double boiler method) soaps, stones and candles in different shapes and odor. Techniques and required materials (moulds, raw materials, electric burner, and protective material) will be presented.

➤ **Open air and e-marketplace**

Participants will meet with real customers and products will be sold at a an open air marketplace and at e-marketplace. Experiences will be recorded.

- Preparing Youthpass and Europass Mobility Documents.
- A declaration will be prepared and announced that covers the main topics of the project as entrepreneurship, labor market issues including youth unemployment and youth (participation, youth work and youth policy).
- Reception
Products will be exhibited. Participants' experiences will be shared with others in a reception that NGOs, diplomats, local authorities and institutions will be invited.
- Presentation of Erasmus+ and EU 2020 Targets
- Cultural Events: Partners will present their culture (cuisine, short film, folklore, handicrafts, etc.)

After the mobility, all participants are kindly invited to share their experiences with others and disseminate the results of the mobility and training. Dissemination plan will take its final form by participants' ideas/proposals during the mobility.

Participants Should Do!

- Fill the form at <http://goo.gl/forms/nUdSVYbXtg>
- Send possible flight schedules with your passport first page's photo to pye@baskentgenclikhareketi.org and after the confirmation purchase air tickets (deadline June 23) please keep the boarding passes as well as e-tickets;
- Like Project's Facebook page: <https://www.facebook.com/promotingyouthentrepreneurship/>
- Bring a good mood, attend all activities & do your best for the success of the project.
- Be a part of preparation team for an e-document on step by step business plan development.
- After the mobility each participant will be responsible to support at least 2 young people to prepare their business plans, share what they learnt
- Share EVS experience of their organization (Particularly Romanian, Italian and Estonian partner)
- Make a cultural event for promoting their country.

Selection of Participants

The selection of the participants will be carried out within the cooperation of sending and the host organizations. We prefer youth workers who do not have any international experience (if any) yet. Please also give priority to NEETs, not working or part time working youths. Also, 2/3 of participants will be selected among the ones who carry economic disadvantages, social or educational obstacles. Please feel free to cooperate with local partners in selection relevant/interested participants if required.

The language of the training course is English. Partners should take it into consideration while selecting 3* participants that they should be able to understand and active participate to all activities.

Please also be reminded that this is not a youth exchange. You are kindly invited to select participants who are working or interested to work with young people.

Please promote the project at your headquarters or offices and/or social media platforms.

Accommodation, Working Venue & Meals

Costs for the *accommodation and 3 meals a day will be covered* by the project budget. Participants will stay at Royal Anka Hotel ***** (<http://www.royalankaotel.com/tr/>) at triple rooms. Minibar usage, alcohol drinks or personal expenses will not be covered. Most of the activities will be held in the ballroom at hotel reserved for our participants.

There is no participation fee for the training course.

Travel Allowance & Reimbursement Information

The reimbursement will be carried out in two part, first payment on the spot and the rest through a bank transfer on your sending organization's bank account or via western union (to legal representative or group leader). The contribution to the travel costs is given below. **The participants should select the cheapest way of travel; keep all original documents to prove their expenses and bring with them. After departure, the return boarding passes and all other travel documents should be sent by post.**

Total Travel Support per participant will be calculated during the project. At least %50 of your travel support will be paid on the spot. Remaining amount will be paid after receiving your all original travel documents (return boarding pass and others) latest November 2017. Fees for bank transfer or western union is covered by receiver.

Cost	Romania, Hungary & Croatia	Estonia & Italy	Spain
Contribution to Travel Costs (Based on distance band)	Up to 275 € per participants	Up to 360 € per participants	Up to 530 € per participants

+ *visa fee* (18 €) for the participants from Spain and Croatia who may need to have their e-visa in advance.

We cannot reimburse if we do not receive the details and the proofs of your expenses for the travel.

Travel by Plane to Ankara

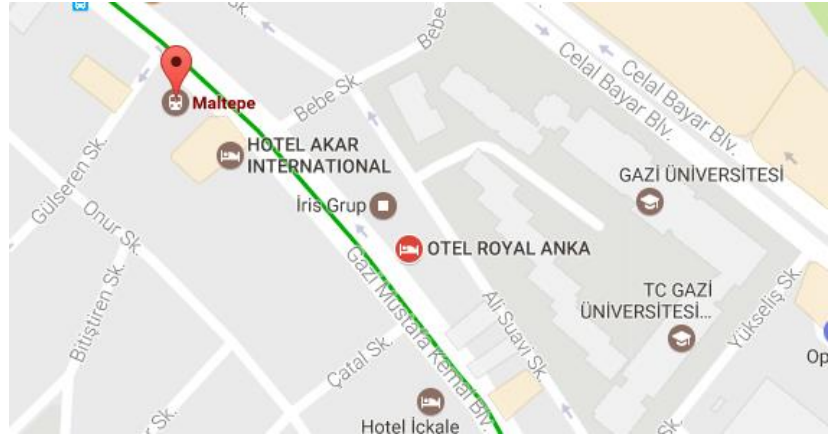
You will fly to Ankara Esenboga Airport but there is no direct flight from partners' cities but you may find connection from Istanbul Ataturk Airport or Sabiha Gokcen Airport via Turkish Airlines and Pegasus Airlines. Also you may find tickets from Munich connection from your city via Lufthansa Airlines. The best way is to check www.skyscanner.com or similar websites to find out possible flights. **Kindly remind you that we do not accept travels by your own car or hitchhiking. Arrival and the departures should be the same destination.**

Please also keep in touch with us for our approval before purchasing the air tickets.

Airport Transfers & Health Insurance

From Ankara Esenboga Airport to the city center (Kızılay) **shuttle buses** operated 24 hours called **BELKO Air** which you can find at the exit easily can be used and then at **Kızılay** you will get on the metro called **Ankaray**, Green Line given below (Kızılay to **Maltepe Station**) your hotel (Royal Anka) is 150 mt from Maltepe station. The price of the ticket for transfer from airport to city center is 11 Turkish Liras which can be only paid in the bus and 4 Liras for metro totally you will need 15 Turkish liras at arrival. On this occasion we advise you to change 5 euros at airport.

Summary : Belko Air Shuttle Bus at Airport – Transfer to Kızılay – Use Subway called Ankaray from Kızılay to Maltepe station – Walk 150mt from station to Hotel.



Furthermore **your health insurances will be made by us (8 Euros)**, so please scan and send your passport's first page photo to us. If you would like to do it by yourself, please let us know but be sure that **it is a must and will not be covered by the project budget.**

FURTHER INFORMATION






1. Brief Information about Ankara, Host City

Ankara is the capital of Turkey and the country's second largest city which has a population around 5 million. The city is centrally located in Anatolia; is an important crossroads of trade, strategically located at the center of Turkey's highway, railway, high speed train and domestic flights networks, and serves as the marketing center for the surrounding agricultural area.

Ankara is a cultural and civilization center which its historical heritage and modernity cohabits in an excellent harmony. Cradle of the civilizations of Hittites, Phrygians, Lydian, Persians, Galatians, Romans and Byzantines. The city was an important cultural, trading, and arts center in Roman times, and an important trading center on the caravan route to the east in Ottoman times.

Today's Ankara is the City of University and Technology with over 180 thousand students and 7 techno cities. The city is also the second biggest commercial and industrial city of the country.

2. Miscellaneous

	Weather Turkey has four distinct seasons – spring, summer, fall and winter. Summer lasts from June to August. The average temperature in Ankara ranges from 22 to 30.
 	Internet Free wireless internet access will be available for participants at hotel. Time Differences Ankara is 2 hours ahead of GMT. Electricity Supply The voltage in Turkey is 220 Volts
	Clothing During the mobility there is no dress code. Please free from prejudices :) You may wear any clothes as how you do it in Europe. But also bring pants and long sleeve for cold evenings.
	Foreign Exchange and Banking The monetary unit is the TL (Turkish Lira). Turkish monetary units are 5, 10, 20, 50, 100 and 200 notes. The exchange rate is 3,90 TL / 1 Euro approximately. All major credit cards such as Visa and Master Card are accepted at almost all shops. You can find exchange offices in the central places. Also exchange in fewer rates at the Hotel receptions is available.