



**ACTIVE YOUTH ENTREPRENEURSHIP NETWORK  
“AYEN”  
PROJECT FICHE**

<b>PROJECT INDEX NUMBER</b>	2017-1-041
<b>PROJECT TITLE</b>	ACTIVE YOUTH ENTREPRENEURSHIP NETWORK
<b>PROJECT ACRONYM</b>	AYEN
<b>FUND</b>	Fund EEA and Norway Grants Fund for Youth Employment
<b>FUND SUPPORT AREA</b>	Fund support area Innovation and exploration
<b>TOTAL PROJECT BUDGET (€)</b>	€ 3.139.067,18
<b>PARTNERS</b>	LP - Hellenic Management Association (Greece) P2 - Tecnopolis Science and Technology Park (Italy) P3 - Regional Agency for Entrepreneurship and Innovations Varna (Bulgaria) P4 - Cluster for Eco-Social Innovation and Development (Croatia) P5 - IPA - Research and Development, Engineering and Manufacturing for Automation Equipment's and Systems (Romania) P6 – International Development Norway AS (Norway)
<b>PROJECT DURATION (in months)</b>	36
<b>WP</b>	<ol style="list-style-type: none"> <li>1. Management</li> <li>2. Communication</li> <li>3. Digitalization</li> <li>4. Transnational learning</li> <li>5. Recruitment and inclusion</li> <li>6. Skills</li> <li>7. Ideation</li> <li>8. Startup Support</li> <li>9. Access to finance</li> </ol>
<b>BRIEF DESCRIPTION OF THE PROJECT</b>	
<p>Many young people that are nowadays classified as NEETs have the necessary education and skills to contribute to the development of their societies, but, according to the European Commission, are often disconnected to the demand side (economy). The objective of this project is to build a transnational entrepreneurial network that facilitates NEETs primarily in the age group of 25-29 to see needs/opportunities within their own community that can be developed into new businesses and jobs. Through a comprehensive set of innovative tools, the partners from five Southeastern European countries will use and strengthen existing regional entrepreneurial communities to foster sustainable job creation. Our innovative and exploratory activities are:</p> <ul style="list-style-type: none"> <li>✓ Recruit, include and integrate NEETs into existent entrepreneurial environments</li> <li>✓ Assist in the development of individual and team business ideas, based on local needs, opportunities and</li> </ul>	

resources

- ✓ Provide to NEETs access to skills and markets through international study visits, local and transnational internships
- ✓ Engage experienced entrepreneurs and retired experts in mentoring
- ✓ Use and test digital tools in daily operations, networking and as input to product/service development and internal supply/demand
- ✓ Establishment of a digital exploratory gamification motivation system and Local Economy system to stimulate oriented local business creation

The main output will be strengthened regional entrepreneurial support communities with integrated support schemes for NEETs with entrepreneurship potential. It will be achieved through 300 empowered former NEET youth establishing 150 startups and generating 600 new jobs across the five countries where the project is taking place. The direct target groups are entrepreneurial support communities, experienced mentors, investors and the end beneficiaries are NEET 25-29.

## **TNO IS RESPONSIBLE OF WP RECRUITMENT AND INCLUSION**

Work package title	Recruitment and inclusion
Responsible partner	Tecnopolis Science and Technology Park
Budget	€ 648.959,00

### **Recruitment of Entrepreneurs**

This work package has as main objective the recruitment and inclusion of NEET entrepreneurs among the five AYEN project partners. It is therefore first directed to explore a set of activities and techniques (information meetings, creative workshops, head-hunting, partnering with NEET organisations, ideation sessions) to identify potential entrepreneurs within the communities the project is being run. The project will focus both on recruiting participants that demonstrate entrepreneurial potential and motivation, and guarantee that the process of recruitment ensure that there is a diversity of profiles within those selected (e.g. gender, sex, social class, interests, race, ethnic groups, previous professional or educational background).

To do that, it will be promoted and the selection will be run in diverse settings that go beyond personal and partners' networks and Universities. Moreover, in the selection phase we will dedicate special attention to forming a diverse committee in the categories above mentioned (also age and experience level), in order to avoid possible bias (gender, ethnicity) and strengthen the reliability of the process (since people are more likely to feel identified with and therefore select those who look and act like themselves), and also because it can be difficult for members of a selection committee to relate to, and properly evaluate, a startup whose target market and whose founders are from totally different backgrounds.

### **Introduction Week**

When recruited, participants will go through group activities so they feel belonging to an entrepreneurial setting and a bigger community. This will be a kick off week for recruited NEETs to get to know each other, with a specific program (processes/ activities) and informal networking event with potential stakeholders.

### **Inclusion through Gamification**

AYEN offers NEETs individual orientation for personal and professional development based on entrepreneurial abilities and competencies, based on a gamification model. As they have access to local and international networks, we aim to stimulate proactivity and ownership by providing the resources and giving them space to develop their own activities, giving an extra incentive through the gamification tool.

### **Access to co-working space**

Recruited NEETs will have access to a working space, where they can work either full or part time, depending on their needs. With that, they will be included in the incubator environment, where they will have access to the local project managers for assistance and follow up meetings, as well as to other entrepreneurs. This is part of the inclusion strategy of NEETs. We focus on four strategies to accommodate the diversity of NEETs: expand recruitment networks through diverse leaders and partners, create diverse selection committees, intentionally design programs for diverse entrepreneurs (e.g. flexible schedules for those with children), and create an inclusive culture.

**Start date** 02/09/2018

**End date** 28/05/2021

Outcome	Outputs
<i>Increased participation in education and training of former NEETs/target group NEETs recruited &amp; integrated into existing entrepreneurial ecosystem (300)</i>	<i>NEETs recruited &amp; integrated into existing entrepreneurial ecosystem (300) Innovative approaches</i>
<i>Innovative approaches on lowering youth unemployment have been developed or adopted</i>	<i>NEETs developed proactive and result based behavior (300)</i>

## Activities

### **1. NEETs recruited & integrated into existing entrepreneurial ecosystem (300):**

- ✓ Recruitment of Entrepreneurs – Two rounds of recruitment of NEETs with entrepreneurial potential through individual and group activities, by using online and presential tools.
- ✓ Introduction Week - Kick-off week for recruited NEETs to get to know each other, the program (processes/ activities) and informal networking event with potential stakeholders.
- ✓ Access to co-working space - Part-time or full-time desk at incubator + Follow up / progress meetings with Project Administrator

### **2. NEETs developed proactive and result based behavior (300):**

Inclusion through Gamification – Result based system stimulating proactive participation based on a development plan for each participant.