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**OBJECTIVES**

This project covers the priority of promoting entrepreneurship and creative learning and social entrepreneurship among young people by creating outcomes which educate young people about the mechanics and possibilities of entrepreneurship as a career choice. Down to Business also focuses on engaging, connecting and empowering young people by designing intellectual outputs which catalyze youth to create business start-ups for which they receive expert feedback.

**DOWN TO BUSINESS PROJECT**

The Down to Business project is focused on promoting entrepreneurship, creative learning, and social entrepreneurship among young people. To this end, it relies on the creation of results and tools to educate young people about the mechanisms and potential of entrepreneurship as a career option. This is of paramount importance, considering the need to enhance the employability of the new generational cohorts, through options to reduce youth unemployment and at the same time function as drivers of change and reactivation of national economies, always from a social and redistributive approach.

The project proposal is in line with the priorities identified by the European Union itself. The European Commission has attached great importance to entrepreneurship, considering that economic growth and employment in Europe are closely linked to its ability to support the growth of enterprises. It is this same entrepreneurial spirit that functions as a driving force to promote the creation of companies, the opening of markets and the promotion of competition. The promotion of youth entrepreneurship has been high on the EU policy agenda as a tool to combat youth unemployment, job insecurity and social exclusion, as well as to stimulate social innovation among young people. Fostering youth entrepreneurship is one of the objectives of the EU Youth Strategy (2019-2027) and the Commission itself has designed the European Entrepreneurship Competence Framework (EntreComp) as a reference framework to explain what is meant by an entrepreneurial mindset.

Under this view, Down to Business seeks to engage, connect, and empower young people through the design of intellectual products and tools that function as catalysts to inspire young people to create new entrepreneurial initiatives. In doing so, it pays special attention to the creation of spaces where young entrepreneurs can meet experts who can guide and support them in the discovery of this new universe. This is particularly important in the case of disadvantaged groups and NEET who have fewer opportunities for prior training. In this approach, equipping young people with the right tools to start up a successful business will provide them with much-needed new opportunities. The project works towards this and at the same time seeks to foster social cohesion by creating intergenerational synergies and new networking opportunities within the community itself.



# THE MAN WITH AN IDEA IS A FOOL, UNTIL THE IDEA SUCCEEDS

Mark Twain



## PROJECT RESULTS

The project seeks to respond to the needs identified among the target groups and also to the partnership. These needs are: to provide evidence of training needs in relation to social entrepreneurship, to promote sustainability and sustainable development objectives, to develop training contents that are effective in promoting social entrepreneurship, strengthen the demand for training and coaching/mentoring, to obtain information on competencies needed by young entrepreneurs, to inspire new young entrepreneurs and to show young people the advantages of choosing the entrepreneurial path. All these needs will be addressed through the generation of different project results: Hackathon Online Training (an open Moodle with training materials aimed at young people who want to start a business idea), Masterclass Platform (an online platform where young entrepreneurs can connect with mentors listed by interested business areas and also find content of interest) and "Sell, Sell, Sell" OER (an Open Education Resource and physical guide of marketing tips).



Hackathon Online Training



Masterclass Platform



"Sell, Sell, Sell" OER



## PARTNERSHIP

The Down to Business partnership is integrated by different companies dedicated to entrepreneurship and the promotion of youth social entrepreneurship. It is a transnational proposal that joins efforts to promote youth entrepreneurship initiatives and has the participation of 5 countries: Spain, Portugal, Lithuania, Ireland and Italy. It also has different profiles as associated partners, including public entities. The members of the consortium are:



COMITATO D'INTESA  
TRA LE ASSOCIAZIONI VOLONTARIE DELLA PROVINCIA DI BELLUNGO



## KEY TOPICS

- Digital skills and competences
- Enterprise, industry, SMEs and entrepreneurship
- Equal access and transition to labour market

## TARGET GROUPS

Our direct target group is young people between 18 and 30 years of age, young entrepreneurs, unemployed young people, NEETs and disadvantaged young people.

The indirect target group are those who support these groups, such as VET centers, youth groups and employment agencies, organizations supporting youth entrepreneurship and also experts involved in mentoring initiatives.

## PRIORITIES

- Promoting active citizenship, young people's sense of initiative and youth entrepreneurship including social entrepreneurship
- Strengthening the employability of young people
- Inclusion and diversity in all fields of education, training, youth and sport

## CONTACT US



[www.downtobusiness-erasmus.site](http://www.downtobusiness-erasmus.site)



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