

Youth Enterprise and Unemployment

UK/12/LLP-LdV/TOI-579

<http://www.adam-europe.eu/adam/project/view.htm?prj=9729>

Project Information

Title: Youth Enterprise and Unemployment

Project Number: UK/12/LLP-LdV/TOI-579

Year: 2012

Project Type: Transfer of Innovation

Status: granted

Country: UK-United Kingdom

Marketing Text: The YEU project is a partnership between business intermediary organisations (such as Chambers of Commerce), educational establishments & young people's organisations. The project provides entrepreneurial training which is accessible to all young people and is particularly targeted at those countries which have some of the highest rates of youth unemployment in Europe.

Summary: A partnership between business intermediary organisations, educational establishments and young people's organisations, YEU has provided entrepreneurial training which is accessible to all young people and targeted at those European countries with the highest rates of youth unemployment.

We have created an online suite of materials and a business game which has been adapted and translated from the YENTELS entrepreneurship e-learning project, to meet the needs of young people in the "new partner countries" of Slovenia, Turkey, Portugal, Italy and Poland. The training suite has been enhanced with best practice outputs from more recent projects which partners have been involved with or have access to. Targeted at Young People not in Education, Employment or Training (NEET), the project also extends to include other groups of young people.

The online suite covers a range of topics to do with starting a business including business planning, the financial side of running a business, marketing and the legalities in the format of an online course so as to appeal to the younger market. It also includes a serious game that takes you through some possible scenarios in the business world.

Description: The project provides improved and effective entrepreneurship training to young people in European regions with some of the highest levels of youth unemployment so that they can consider starting their own businesses as an alternative to unemployment or unsuccessfully applying for the few jobs available. Europe's future prosperity depends on young people as they represent a fifth of the EU population and their skills and abilities will be decisive in achieving the Europe 2020 goal of smart, sustainable and inclusive growth.

The project meets the following programme objectives:

1. Helping promote creativity, competitiveness, employability and growth of an entrepreneurial spirit.
2. Contributing to increased participation in lifelong learning by people of all ages.
3. Supporting development of innovative ICT-based content, services, pedagogies and practice for lifelong learning;

The aims have been achieved by ensuring the existing innovative YENTELS e-learning entrepreneurship materials and business game have been enhanced using best practice experience and have been adapted and made widely available to meet the needs of young people thus providing them with new confidence and skills.

The project promotes collaboration between business intermediaries, youth groups and educational institutions across the partner countries and encourages them to include entrepreneurship as specific competencies in their VET programmes by using the online materials as core competencies. The training assists young people to be more entrepreneurial in their outlook and able to take up business or employment opportunities.

Themes: * Lifelong learning
* Open and distance learning

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- * Vocational guidance
 - * Enterprise, SME
 - * Continuous training
 - * Initial training
- Sectors:
- * Administrative and Support Service Activities
 - * Human Health and Social Work Activities
 - * Other Service Activities
 - * Information and Communication
 - * Education

Product Types: website
 program or curricula
 material for open learning
 open and distance learning
 modules

Product information: Course materials

This is training content selected for, and adapted by, the project and suitable for the target audience groups that provides the range of materials needed to help improve the entrepreneurship skills and knowledge of those target audience groups.

It stimulates the end-user group of young people to use the YEU online suite as a springboard from which to identify and access other more in-depth learning opportunities on entrepreneurship.

The courses utilise the online materials originally developed for the YENTELS project and the recent best practice examples identified by the CWCC YPCOE & Young Chamber projects, the Democentre Innova project and the range of Leonardo & Erasmus projects in which Lublin University have been involved.

It also uses project partners' knowledge of entrepreneurship development, training & mentoring and the provision of advice, guidance and training, to specify those best practice materials which have been included in the enhanced YEU online training suite.

The materials tap into the social networking phenomenon such as Facebook and develop a social networking aspect to the e-learning materials. The creation of You Tube type video clips of young people's experiences in running a business have also been included. These enhancements have made the materials more attractive and user friendly to the young people and encourages them to record and discuss their experiences in using and testing the materials.

Assessment Framework

An assessment framework has been developed which has, as far as possible, taken into account the needs of vocational and educational training in each of the partner countries. There has been a core assessment which has been accompanied by additional assessment requirements to meet the needs of each partner country. The assessment framework was piloted on young people to ensure it is clear, easy to follow and that each assessment measure, including self assessment has value. Assessment experts were encouraged to provide feedback on the reliability and validity of the framework. Their advice was sought to ensure that the framework has sufficient balance of assessment approaches so that it can be successfully used in the vocational and educational training context across Europe.

The assessment framework includes formative and summative approaches to assessment. Diagnostic assessment, e.g. self assessment was a key component of the tool. Performance based assessment also featured as did criterion referenced assessment. To ensure the framework was as flexible as possible and can be used by young people, SMEs, SME intermediaries and social partners who provide support

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and guidance to young people, both formal and informal assessment approaches were be included.

Serious game

This is an improved and developed version of the DJ life serious game developed as part of the YENTELS project. This was achieved by translating the game into each of the new partner's languages. Elements of the game that had been highlighted as potential enhancements by users over the past couple of years were improved by technical project partners.

The end result is a real life serious game which is suitable for use by the target audience and that encourages their active participation and re-use.

Projecthomepage: <http://y-e-u.eu/>

Project Contractor

Name: Coventry and Warwickshire Chamber of Commerce
City: Coventry
Country/Region: West Midlands
Country: UK-United Kingdom
Organization Type: chamber
Homepage: <http://www.cw-chamber.co.uk>

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Partner

Partner 1

Name: StartUP Bulgaria
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Country/Region: Sofia Stolitsa
Country: BG-Bulgaria
Organization Type: others
Homepage: <http://startup-bg.org/>

Partner 2

Name: Edit Value - Consultoria Empresarial, Lda.
City: Braga
Country/Region: Lisboa
Country: PT-Portugal
Organization Type: others
Homepage: <http://www.editvalue.com>

Partner 3

Name: Yeditepe University
City: Istanbul
Country/Region: Istanbul
Country: TR-Turkey
Organization Type: others
Homepage: <http://www.yeditepe.edu.tr>

Partner 4

Name: VIRTECH OOD
City: Sofia
Country/Region: Sofia Stolitsa
Country: BG-Bulgaria
Organization Type: others
Homepage: <http://www.virtech-bg.com>

Partner

Partner 5

Name: Democenter-Sipe S.c.r.l.
City: Modena
Country/Region: Emilia-Romagna
Country: IT-Italy
Organization Type: others
Homepage: <http://www.democentersipe.it/>

Partner 6

Name: Birmingham Ormiston Academy
City: Birmingham
Country/Region: West Midlands
Country: UK-United Kingdom
Organization Type: others
Homepage: <http://www.boa-academy.co.uk/>

Partner 7

Name: GospChamber of Commerce and Industry of Slovenia – Institute for Business Education
Educationodarska zbornica Slovenije Center za poslovno usposabljanje
City: Ljubljana
Country/Region: Slovenija
Country: SI-Slovenia
Organization Type: others
Homepage: <http://www.cpu.si>

Partner 8

Name: Wyższa Szkoła Ekonomii i Innowacji w Lublinie
City: City Lublin
Country/Region: Mazowieckie
Country: PL-Poland
Organization Type: others
Homepage: <http://www.wsei.lublin.pl>

Products

- 1 Project website and E-Learning Suite

Product 'Project website and E-Learning Suite'

Title: Project website and E-Learning Suite

Product Type: teaching material

Marketing Text: The aim of the project was to create an online suite that provides useful start up information to young people specifically NEETs and the unemployed.

Description: Throughout the 24 month project we have been able to build and create an easy to use, informative project website and E-learning platform where young people can go to get information and training on entrepreneurial skills to start a business or gain employment. The course content was put together and tested by all of the partner countries and the results of that testing were used to maximise the effectiveness of the course material in the end result. The Serious Game was developed from the game originally used in the YENTELS project and it takes the user through various scenarios that you may face as an entrepreneur. We wanted to provide a fun and easy to use format to learn about how to start a business as it has been proven that this is a most effective learning tool, specifically for the younger market that we are targeting. The project website itself includes some "Meet the Expert" videos from Business start up coaches at the Coventry and Warwickshire Chamber of Commerce, talking about a range of topics connected with starting a business. We decided that we wanted to use modern techniques and interactive formats in order to meet the needs of the younger target market and online videos were the ideal solution. We have also included a resources page with details of useful links to other websites, guides and booklets to help with starting a business and a direct display of our twitter feed featuring lots of news and interesting articles on related topics.

Target group: Young people
NEETS (young people not in education, employment or training)
Training providers
SME's

Result: The results can be seen at www.y-e-u.eu

Area of application: The idea is that the online learning suite would be easily accessible to young people via their home computers or mobile phones given that nearly all young people have access to the internet.

Homepage: www.y-e-u.eu

Product Languages: English
Italian
Portuguese
Polish
Turkish
Slovenian
Bulgarian