

KICK OFF MEETING NOVI SAD, SERBIA, 8-11 APRIL 2016, HOTEL "VELIKI" PROGRAM

MINUTES

Participants: Milica Žugić, Damjana Možic, Iris Fink, Melanie Brucken, Monika Łuczak, Riccardo Rossi, Joanna Martyna Kaminska, Kasianilda Nika, Marta Dimitrova, Anna Ascani, Jelena Vukičević, Gabriella Civico, Stefan Manevski, Igor Jezdimirović, Milica Rašković, Delia Bosiok.

APRIL 8TH 2016

The first day was spent in participants' arrivals. All participants had gathered at the dinner and spend a joint evening getting to know each other and exchanging the first information.

APRIL 9TH 2016

WORD OF INTRODUCTION

Project coordinator, Milica Rašković, has welcomed the participants, presented the practicalities, introduced the members of the staff and Biznisnova, host organization.

Our guest, Snežana Pupovac, manager of EU Info Point of European delegation has greeted the participants. She presented the work of EU Info Point and potential usefulness for participants – mostly concerning information data base, useful websites and potential grants for entrepreneurs.



PROGRAM OVERVIEW AND WARM

This session was dedicated firstly to detailed presentation of working program of the kick off meeting and participants questions about it.

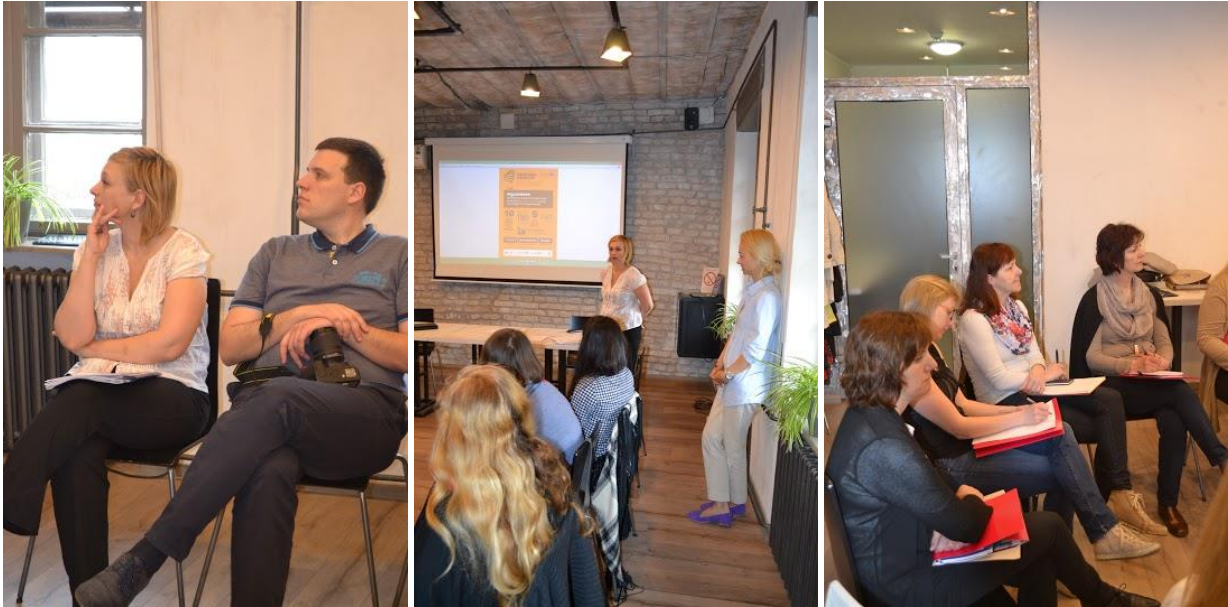
Second part was spent in name games, warm up games, ice breakers and getting to know each other. The achieved aim was to relax the participants, make a positive group atmosphere and pleasant group atmosphere.

PARTNERS AND TRAINERS PRESENTATION

This part was dedicated to individual presentation of each involved person in a creative and fun way.

PROJECT GOALS AND ACTIVITIES

Project coordinator has presented the basics of the project including goals, activities, criteria, roles, deadlines...



PARTNERS EXPECTATIONS AND CONCERNS

Each participant had opportunity to write down his/her expectations and concerns and then the whole group looked for potential solutions. Some of the main ones are the following:

1. Participants had expressed concern about keeping mutual connection before next gathering at evaluation meeting

- ~ Skype before modules, more than one workshop in close cooperation with sending organization, FB group.
- ~ Trainers send reports about the participants and evaluate them
- ~ Keeping lists about the participants

2. Plane cost tickets for the Greece/potential change of participants

- ~ It will be solved by buying them early enough.
- ~ Create backup list of participants from the list of applicants
- ~ Involve experts in choosing participants (Serbian example)
- ~ Keep in touch with unselected participants and offer them any kind of assistance you can

3. How to choose responsible participants / If the participant is from the other town how to monitor them without costs

- ~ One solution is to have them record their workshop
- ~ Ask for references
- ~ Really important careful choice of participants to prevent them quitting as the training will be planned in a way to build up



- ~ The idea shouldn't be only criteria, but also the skills and motivation of the participants to be involved in the whole project.
- ~ In order to we make sure that they will come, it is possible to: ask participants to sign agreements with disclaimer / buy tickets themselves / give deposit that will be returned. It is important for them to take the responsibility for their participation, invest in it and still not to put financial pressure for them – each partner should decide for themselves the best option for their situation.
- ~ If someone takes deposit – Biznisnova can buy tickets. If they buy themselves – we can refund in cash.
- ~ Help each other to find participants.
- ~ Meet them before choosing them.

4. Problems concerning module in Belgium because of recent events

- ~ It is half year after the recent events and hopefully everything will be calm until module in Brussels.

5. Participants not interested / motivated to share the knowledge or not motivated young people to participate in those workshops.

- ~ At least one workshop is mandatory and has to be in the contract.
- ~ Clarify goals and aims of the workshop for everyone based on outcomes of training modules in written form.
- ~ Trainers should send a small evaluation about each participant as a feedback for partners.
- ~ For young people not motivated to participate in those workshops because they are not interested in entrepreneurship it would be enough to change their views on entrepreneurship, offer it as a carrier option.
- ~ Participants will be prepared during modules to hold these workshops and will be offered tips and advices for their concrete concerns.

6. Some participants are scared because of their not enough high level of English knowledge for this training/writing business plan even if they do know enough.

- ~ They can participate in the workshops of chosen participants.
- ~ They can write business plans in their own language / in a non-formal way – it will not be necessary to have perfect and formal business plan anyway.
- ~ For potential entrepreneurs it is better to have people willing to take some level of risk.

7. How to promote/financially support entrepreneurship locally to ensure sustainability

- ~ Share information for Snezana's presentation (will be sent by email)
- ~ It can be done through participants' workshop.
- ~ Take care about local differences.
- ~ Think out of box, crowdfunding
- ~ Erasmus for young entrepreneurs
- ~ During the training they will investigate local opportunities/obstacles and present them to each other.
- ~ Support participants to create a network and support each other.

8. Expectations

- ~ New ideas and experience
- ~ New connections for future projects



- ~ Positive and successful outcomes of the participant's ideas
- ~ Better help for young entrepreneurs
- ~ Concrete advice how to start a business
- ~ Professional mentors
- ~ Youth participation
- ~ Developing business ideas into real business (Albanian example)

BUDGET

Team members have presented and in detail explained all the elements of the budget, item by item, together with procedures set by Erasmus program and financial flow among host and partners. We discussed reimbursing dates and amounts, cofounding opportunities and receipts needed for justifications.

The participants had opportunity to ask questions and receive answers. They are informed about the amounts they will receive and ways they need to justify it with receipts. Also, the coordinators have spoken with partners who organize modules out of Serbia, about the ways to pay all the expenses in their countries.

ENTREPRENEUR CULTURE / PROCEDURES / OBSTACLES IN COUNTRIES

In a group discussion participants presented situation in their countries concerning entrepreneurship as a starting point for their participants – the conditions in which they will work.

They addressed topics concerning culture, accepted opinions and attitudes toward opinions, the way young people understand entrepreneurship.

Also they discussed concrete obstacles in their countries that most entrepreneurs face.

These issues - concerning sustainability, marketing, obtaining mentorship support, selling, communication - will be spoken of during the training.



HOW CAN WE PROMOTE THE PROJECT?



Participants have worked in small groups on their ideas how to promote the project. Some of the proposals are:

- ~ Report about each activity
- ~ Publish on web sites and social media channels
- ~ Use this minutes to publish – translate to local language
- ~ Video interviews with participants about project, organization and area – other than the documentary
- ~ Local promotion via events, mailing lists, promo materials and publications – connect with already existing activates
- ~ For the workshop: public call, FB event, press releases, from ear to ear, marketing from partners, youtube channel, local media
- ~ Public call for workshop participants, press releases, fb event
- ~ Ear to ear
- ~ Sharing info via networks
- ~ #idea2europe tweet and retweet
- ~ Keep list of all promotions and share them on our joint Facebook group
- ~ Leaflets – also in leaflets for other events
- ~ At local meetings and gatherings



- ~ Direct marketing to friends, family...
- ~ Youtube channel
- ~ Chamber of commerce
- ~ Local media
- ~ Collaborate with other partners – ngos, youth organizations or local authorities/municipalities
- ~ Mention each other in posts
- ~ Local start-ups and incubators
- ~ Developing centers
- ~ Fairs, conferences
- ~ Networking events and meetings with successful local entrepreneurs
- ~ Municipalities
- ~ Scouts
- ~ Youth and student organizations
- ~ Alumni club and career center
- ~ Sending e-mails to contacts

USE:

www.idea2europe.org

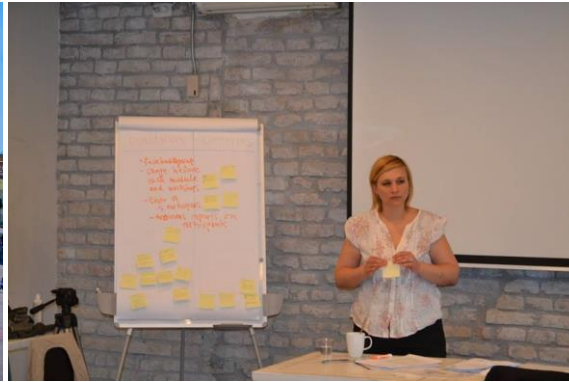
www.facebook.com/idea2europe

twitter.com/idea2europe



PRESENTATION OF THE MODULES IN NOVI SAD, THESSALONIKI AND BRUSSELS

Representatives of organizations who will organize modules presented their plans concerning accommodation, working conditions, transport and other practicalities. Other participants had a chance to offer their suggestions and ask questions.



APRIL 10TH 2016

PARTICIPANTS SELECTION BY COUNTRY

At the end of the first day most of the participants have expressed their satisfaction with the first day because the project activities, roles and aims have become much clearer.

Therefore, the second day was practical – it has been dedicated to discussing applications from potential participants and primary selection of a number of them with whom the partners will make interviews and select final participants.

This is the next most important steps are to:

1. Prolong the deadline for applications until 30. 04.
2. Clarify the criteria for participants in the call – send to Gabriella to proofread,
3. Ask already applied participants for additional data,
4. Send all applications to trainers to make first selection,
5. Send agreement to Monika.

PRESENTATION OF IDEA BY CARY HUBS THE DOCUMENTARY MAKER:

Video main objective – Create an engaging documentary training video which provides an overview of the whole project through the experiences of the participants, and which provides the viewer with information and guidelines for entrepreneurial youths wanting to start a business.

Main functions/parts of the video



- Overview of the project
- Participants experience during the project
- Participants experience as an entrepreneur and personal experience with their business.
- Guidelines and education manual for young people interested in starting their own business

The actual program and trainings will be narrated by the participants and through their point of view. We will achieve this by interviewing the participants during different stages of the program and trainings. This will give the audience the ability to see and hear about the project through the participant's "eyes" and experience. The interviews will be combined with supporting footage and audio from the trainings, in an engaging manner.

The educational part of the video (parts were we explain important educational information) will be narrated by interviews with the trainers, and with footage and audio from the actual lessons/trainings. We can also use graphics and visual text to explain certain information. Any training material you can send me would be great!

The 6 entrepreneurial ideas and the participant's progress and their experiences will be narrated through the participant's point of view. We want to show all aspects of their progress, positive and or negative. How the current economic and social situations in their home countries and regions effect their businesses and lives, and how they use the information they learned through the trainings to help them achieve their business goals. I am still not 100% sure about the logistics of shooting this part, and we will have to wait until I know a bit more about the participants and their business proposals before I can make a dedicated shooting plan. One options for instance is for the participants to keep a monthly or bi-weekly video log, which could help tell their stories and progress. I am open to any suggestions or ideas!

The conclusion will be a mixture of the participant's reactions to the program, the trainer's reactions to the participant's experiences, and how the participant's businesses have progressed.

VISIT TO THE LOCAL SUCCESSFUL ENTREPRENEUR

Participants have the opportunity to visit, participate in and hear about the room escape (<http://novisad.roomescape.rs/>) as an example of successful and creative entrepreneur idea. Roomescape is an exciting new live game, designed for small groups of 2 to 5 people. The group is locked in a room and has 60 minutes to solve the mystery using logic and team work.



APRIL 11TH 2016

After the joint breakfast, last day was spent in participants' departures.





LIST OF EMAILS/FACEBOOK/SITES

Milica Zugic	mladiinfomontenegro@gmail.com	
Damjana Možic	damjana.mozic@gmail.com	
Iris Fink	iris.fink@guest.arnes.si	https://www.facebook.com/Mladiinfo-Montenegro-181495165245815/
Melanie Brucken	melanie-kai@gmx.net	https://www.facebook.com/ESNM.SI/
Monika Łuczak	m.luczak@medyk.edu.pl	https://www.facebook.com/pedagogikamedyka/
Riccardo Rossi	projects@usbngo.gr	https://www.facebook.com/usbngo/
Joanna Martyna Kaminska	j.martyna.kaminska@gmail.com	https://www.facebook.com/outoftheboxinternational/
Kasianilda Nika	k.nika@live.com	
Marta Dimitrova	marta_aleksandrova@abv.bg	https://www.facebook.com/Unique.Junior.Enterprise/
Anna Ascani	a.ascani@aur-umbria.it	https://www.facebook.com/Agenzia-Umbria-Ricerche-294705670720514/
Jelena Vukičević	jel.vukicevic@gmail.com	https://www.facebook.com/HausDerOffenenTuer/
Gabriella Civico	g.civico@gmail.com	
Stefan Manevski	manevskizstefan@gmail.com	https://www.facebook.com/UdruzenjeBiznisnoVa
Igor Jezdimirović	igor_jezda@yahoo.co.uk	
Milica Rašković	milica.rash@gmail.com	
Delia Bosio	delia87_ns@hotmail.com	