

## Concept Note for project proposal

### **BIZ4youth**

Involving **business** in education of **youth** to achieve and improve skills in entrepreneurship

**Program** | Interreg Europe

**Program call** | 3

**Deadline** | 7 June 2024 (12:00 CEST)

**Program objective** | 1. A smarter Europe

**Specific objective** | (IV) Skills for smart specialisation, industrial transition & entrepreneurship

**Project acronym** | BIZ4youth

**Project title** | Involving business in education of youth to achieve and improve skills in entrepreneurship

> **Potential project partner form** | <https://forms.office.com/e/pQfrdYwcHd>

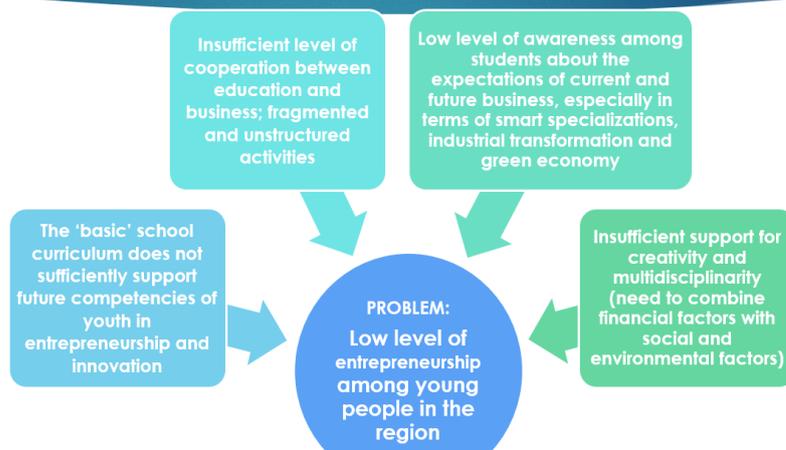
You can submit it until 06.05.2024

## 1. CHALLENGES ADDRESSED

The Lublin Science and Technology Park (LPNT) is a business environment institution, which supports local entrepreneurs by helping them start and develop their businesses. Our long experience allows us to identify the challenges and barriers most often affecting Lublin's employees and employers. During the STAR EASY Interreg Europe project ([START EASY | Interreg Europe](#)), we realized that business ecosystem needs constant improvement to make the entry into it easier. Working with startups and companies in the early stages of growth has confirmed our belief that **'You are not born an entrepreneur, but you become one'**.

The good practices of the START EASY project resulted in the creation of an educational program for youth on creating new, innovative, sustainable companies called "Lublin Entrepreneurs of Tomorrow". The program enabled young people to meet business leaders, gain more practical knowledge and competencies than in school classes, and stimulate creativity and innovation through inspiring speakers. This experience leads us to believe that **many of the problems causing low levels of entrepreneurship among young people in the region (Figure 1) could be minimized by involving business into the educational process** (as part of activities besides the basic school curriculum).

Figure 1 Challenges the BIZ4youth project



### TERRITORIAL NEED:

**Involving business in education of youth to achieve and improve skills in entrepreneurship**



Lublin city, where LPNT is located, is a great place to such initiative because it has the title of European Youth Capital 2023 and in 2024 the "City of Youth. Lublin Youth Policy" was published. One of the objectives of this local strategy is to support the development of entrepreneurship and educational opportunities in accordance with the needs of the labor market and the interests of young people. We believe that business (Business Environment Institutions, local enterprises, associations, clusters) should actively participate in the achievement of the goals. We believe that both our institution and our region can be proud of many good practices in the field of increasing the knowledge and competence of youth in the field of entrepreneurship. We would like to exchange of experience and transfer of good practices with other counties.

Thus, the challenge addressed during the BIZ4youth project will be **to stimulate cooperation to improve or create framework conditions to involve business** (Business Environment Institutions, local enterprises, associations, clusters) in the process of **entrepreneurial education of young people**. Particularly valuable will be **the exchange of experiences and good practices between different regions** with varying degrees of involvement in these activities. Cooperation at the regional and international level and capacity building of people and organizations will help **increase the competitive advantage of the regions** by strengthening the capacities needed for an effective entrepreneurial process and will bring **benefits in the future with competitive, sustainable and resilient enterprises**.

## 2. THE PROJECT IDEA AND APPROACH

**Objectives** | The aim of the project will be the international exchange of good practices to improve policies instruments by involving business in education of youth (excluding students)\* to achieve and improve skills in entrepreneurship. The project assumes that regional policy instruments already taking or want to take efforts to educate young people in order to increase their level of entrepreneurship and best prepare them for their future roles as workers or entrepreneurs. The involvement of regional business in the process of improving regional policy instruments is intended to help public authorities by highlighting the essential skills of future employees and entrepreneurs in the face of challenges such as the industrial transformation, digitization and green economy.

\*Definition of "youth" - young people aged 15 -30 y.o. (excluding students); The EU Youth Strategy (1) does not have an official definition of a young person; and the Erasmus+ program (the Strategy's implementation instrument) targets participants between the ages of 13 and 30; EU youth indicators cover the 15-30 age range (2). 1) Draft Resolution... 2019. (2) Taking the future into their own hands. Youth..., 2017:8

**Activities** | The draft assumptions of the project concern 4 tasks:

### 1. Mapping the current situation

Purpose: to collect all existing activities and good practices in the field of building relations between education and business and educational activities supporting youth entrepreneurship (beyond the core curriculum).

Activities:

- Creation of a 'future business needs' list to indicate the direction of educational activities
- Mapping of existing activities in the field of entrepreneurship and innovation education among youth at the entity and regional level; evaluation and identification of the most valuable experiences and practices; description of good practices on the website

### 2. Exchange of experience and transfer of good practices

Purpose: Exchange of good practices/experiences identified in previous task to improve policies and strategies and to inspire each other among Partners; case studies of the most interesting good practices.

Activities:

Analyses/workshops/thematic meetings/study visits to exchange and transfer good practices about education & business relations and youth entrepreneurship education between Project Partners and stakeholders.

In-person meetings: at least one at the regional and one at international level meeting per semester.

### 3. Improvement of policy instruments

Purpose: Improve/Create Regional Policy Instruments related to youth education for increasing entrepreneurship and involving business sector in that process.

Activities:

- Meetings with stakeholders (schools/entrepreneurship teachers, local authorities, young people, business sector, etc.).
- Selection of good practices that can be adapted to regional conditions and consideration of their youth policy instruments in the region.
- Incorporate conclusions learned from the cooperation into policy instruments.

In-person meetings: at least one at the regional and one at international level meeting per semester.

**4. Pilot activities (if needed)**

Selection and testing of a good practice as a pilot project; 1 pilot/ 1 region

**3. WHAT REGIONS WILL LEARN AND ACHIEVE?**

**Under exchange of experience process**, there will be possibility to involve individual and organizational learning about opportunities and conditions for business involvement in the process of educating young people about entrepreneurship and preparing them to enter the economy ecosystem; doing through analyses, workshops, thematic meetings, peer reviews and study visits. On strategic level, involved and reached actors will work together to share their views on what respective activities of policy instruments should be.

**4. TARGET GROUP | it is for you if...**

- You are a managing authority in charge of the targeted policy (public authority), especially targeting 'Investment for jobs and growth' goal, or
- Other public authority, public law body, private non-profit bodies, e.g. business support institutions, which have possibility to involve associated policy relevant public authority as above
- You are based in program territory, from more and less advanced regions
- **You have experience in youth entrepreneurship activities or want to implement such activities in your regional strategy**

**5. NEXT STEPS**

**Until 06.05.2024 | Please fill the potential partner form**

<https://forms.office.com/e/pQfrdYwcHd>

Due to a number of potential partners' inquiries, we want to understand what is the best partnership we can build to address the given challenges. To do so, we kindly ask you to provide basic information about your organization

**Until 13.05.2024 | we give feedback on selection of partner**

We will get back to you to inform whether there is a fit or not. Of course, there is no ideal situation, but we will need to check your profile under program's eligibility and quality assessment criteria

**Until 06.06.2022 | all of us work on proposal draft + LPNT submit the proposal**

You (project partners) provide input on you're and other necessary parts, sign respective declarations / documents, source your corresponding policy authority (if required by your profile), and give your feedback on proposal (if time allows, but that is not promised due to a limited timeframe).

We (lead partner) draft the project proposal and manage / collect inputs from you, to ultimately apply for the 3rd Call under Interreg Europe.