

Youth on the move

- youth exchange-



2019-1-RO01-KA105-062086



Erasmus+



Project financed by European Union

CONTENT:

♦ About “ Youth on the move”	3
♦ About Erasmus+	5
♦ Partner organizations	6
♦ Social enterprises ideas	13
♦ World café	21



About “Youth on the move”

The social economy is an alternative form of equitable, responsible and democratic economical development, also called the third sector. In the context of the current global crisis, the social economy seems to be one of the viable solutions with a significant potential for job creation and employment. The social entrepreneurship comes primarily to help the social inclusion of marginalized or disabled people, to encourage the employment, to harness the local potential or to support the social activity of some NGOs.



Erasmus+

Youth on the move is a multilateral youth exchange, financed by European Commission through the Erasmus+ programme, key action 1 - Mobility for young people and youth workers.

General objectives of the project: to promote the social entrepreneurship among young people from 6 European countries and to contribute to the transfer of good practices in the field of social entrepreneurship from countries where it is more developed (Italy, Portugal) to countries where it is less developed (Romania, Bulgaria, Greece and Slovakia).

The **specific objectives** of the project are:

- The acquisition by 60 young people with fewer opportunities, during 11 days of non-formal education activities, of social entrepreneurship skills.
- The recognition and comprehension by the 60 participants of social and environmental issues in their communities and identification of possible solutions to these issues.
- The acquisition of knowledge by participants about the foundation of a business with social impact in their own community (start-up).
- The inspiration and motivation of the participants to actively engage in the life of the local community and to make changes within the community.
- The establishment of a consortium of youth organizations whose purpose is to promote the social entrepreneurship and social innovation.



Results of the projects:

- ◆ the project`s mobility
- ◆ The webpage of the project
- ◆ The brochure of the project
- ◆ Visibility materials (project`s poster, flyer)



Location of the mobility: Caciula-



Period of the mobility: 27 August - 06 September



Our logo:





Erasmus+ is the EU's programme to support education, training, youth and sport in Europe. Its budget of €14.7 billion will provide opportunities for over 4 million Europeans to study, train, and gain experience abroad.

Aims

The aim of Erasmus+ is to contribute to the Europe 2020 strategy for growth, jobs, social equity and inclusion, as well as the aims of ET2020, the EU's strategic framework for education and training.

Erasmus+ also aims to promote the sustainable development of its partners in the field of higher education, and contribute to achieving the objectives of the EU Youth Strategy.

Specific issues tackled by the programme include:

- Reducing unemployment, especially among young people
- Promoting adult learning, especially for new skills and skills required by the labour market.
- Encouraging young people to take part in European democracy
- Supporting innovation, cooperation and reform
- Reducing early school leaving
- Promoting cooperation and mobility with the EU's partner countries

Erasmus+ is open to many individuals and organisations, although eligibility varies from one action to another and from one country to another.

Individuals can take part in many of the opportunities funded by Erasmus+, although most will have to do so through an organisation taking part in the programme. The eligibility of individuals and organisations depends on the country in which they are based.

https://eacea.ec.europa.eu/erasmus-plus_en

PARTNERS



ATRV is a youth organization, founded in 2010. The idea of forming this association is found in a group of young people desire to promote the social inclusion of young people with fewer opportunities. Since 2010, when ATRV was funded, the organization was involved in local and European projects.

ATRV objectives:

- promote the youth and the youth policies in Romania
- promote the Roma inclusion policies
- support the youth activities
- promote the voluntarism and the active participation

ATRV activities:

- voluntary actions in community
- international youth exchanges
- realization and implementation of social programs
- rural development and access to non formal education for young people from rural areas
- training sessions in local institutions or abroad
- organization of summer camps
- organization of summer schools and kindergartens for children from Roma communities
- organization of conferences, seminars, exhibitions
- establishing partnerships in the youth, culture and art domain
- realization and printing of info materials, books, brochures in order to encourage the youth activities and the civic and cultural activities
- webpages for promoting youth, civic and cultural activities
- foreign languages courses for youth, unemployed persons from community
- realization and implementation of project with national or European financial support, as Youth in Action, LLP, Europe for Citizens, Erasmus+ programs
- realization of community events as forum theater, word café or photo voice in order to promote the social inclusion

Narodno Chilalishte Nikola Vasilev Rakitin 1890

Bulgaria

Bulgarian Youth Association is a Youth non-profit/non-governmental organization established in Sofia, Bulgaria in 2014 when a group of young people decided to unite their efforts for causes that are important to all of us, although we come from different backgrounds. The idea of this organization is to be the point from which to obtain a common vision for the important aspects of our lives. We wanted it to be the means by which our ideas are born, to materialize, to see the real result. Because we realized that an idea will never see the light of the day, if you do not find a collaborator who believes in it, supports it and gives it the strength to survive. Bulgarian Youth Association aims to support the active involvement of young people in various areas of public life; to promote personal development and democratic citizenship, volunteering and youth mobility; sport and healthy lifestyle; to support the development of the abilities and potential of young people from different social and ethnic groups, and young people with disabilities. The path to this is participation in various national and international projects, implementation of joint activities in partnerships with other organizations or networks; organizing advocacy campaigns; development and implementation of strategies and programs at local, national and international level. Members of the organization are involved in developing, evaluating and managing various programs and projects in the social sector, education and the media. One of the main priorities of the Bulgarian Youth Association is developing international partnerships with similar organizations, active exchange of ideas and best practices, creating a rich network of European partners. We stand for the basic human rights and follow the European motto "Unity in Diversity" by promoting European values. We want to be the change for a better future, it's up to all of us! After the success of many of our events, our organization got a license to be the only one representative of the foundation "MasterPeace" in Bulgaria.

Together with the network we are working towards promotion of intercultural dialogue at all levels and active participation for implementation of civil society initiatives. The core team of Bulgarian Youth Association consists of seven founders and up to twenty constant volunteers, all of them young people of different professional profiles, and each one of them responsible for specific aspect of the projects/activities that we realize or plan.

www.trudovec.com

ProAtlântico - Associação Juvenil

Portugal



ProAtlântico is a nonprofit youth association, founded in 2001, in Oeiras, and it carries out projects with children, youngsters and disabled people.

ProAtlântico started to develop activities in a local level like sports tournaments, National and International exchanges, Summer Camps, Youth Centre, entertaining and cultural activities, animation of school breaks and as educational support after school for children and young people.

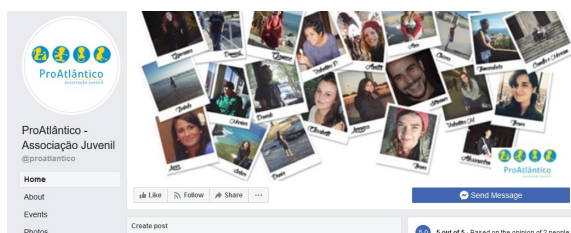
Soon, came the challenge to work with seniors and with people with disabilities in Summer Camps, New Year's Eve, cultural trips and weekend leisure time activities. In 2003, ProAtlântico started to work with Youth Programme and since then offered the chance to hundreds of young people to take part in several youth exchanges, training courses and seminars around Europe and soonafter became a coordinator of youth exchanges in Portugal.

Today, ProAtlântico has more than 12.000 members all over Portugal and gives special attention to needed people and to those with fewer opportunities, aiming to give them the chance to establish contact with other cultures, in order to help them to find ways to deal with their own problems and to break the existing prejudices.

The organization's work is also supported by hundreds of volunteers in local and international projects and also by former EVS volunteers who assist ProAtlântico team under the Erasmus + program.

Our team participates each year in different trainings in Portugal and abroad in order to develop a better work every day.

www.proatlantico.com



SocialUP – Slovakia

SocialUP supports and builds local communities in the city of Poprad. We work with and educate young people from different social groups. What is more, we organize informal educational workshops, community-building events (such as summer reading event) and international events (eg. Hug Day). Our flagship project is Festival Be Active which is annually organized in order to motivate and influence today's youth. Our plans for future are tightly connected with building communities and supporting volunteering and active citizenship. By working with public in the city of Poprad, we would like to create an active community of volunteers who do take care of place where we live.

Our big aim is to host so-called “youth exchanges” through Erasmus+ as well as operate as sending organization for local youth. We believe that by cooperating with international organizations and people from all around the world, great things can be achieved and world can be changed to be better. To achieve this, we are actively participating in the campaign of the Council of Europe – No Hate Speech Movement campaign. SocialUP supports and builds local communities in the city of Poprad. We work with and educate young people from different social groups. What is more, we organize informal educational workshops, community-building events (such as summer reading event) and international events (eg. Hug Day). Our flagship project is Festival Be Active which is annually organized in order to motivate and influence today's youth. Our plans for future are tightly connected with building communities and supporting volunteering and active citizenship. By working with public in the city of Poprad, we would like to create an active community of volunteers who do take care of place where we live.

www.socialup.sk



United Societies of Balkans ASTIKI ETAIREIA

Greece



United Societies of Balkans (U.S.B.) is a non-profit, non-governmental organization based in Thessaloniki, Greece working in the field of youth mobility, participation and facilitating youth awareness about social issues.

It was founded in 2008 by the inception of a group of active young people who wanted to address the social issues which affect the youngsters in the Balkans and Eastern Europe. The vision of the organisation is the promotion of youth mobility, youth involvement and participation, voluntarism and human rights.

Activities:

Key areas of the organization's activities concern the defence of human rights, the organization of youth related projects such as youth exchanges and training courses, which can bring young people from Balkans and Europe together, and the organization of local interventions, campaigns, researches, seminars and multimedia productions. It envisions a global and inclusive society, where citizens are equally empowered to contribute in the shaping of a world with less prejudice, discrimination and other forms of injustice.

U.S.B.'s objectives and values are actualized in the society and the needs of the youngsters by:

- Promoting the values of non formal learning, voluntarism, active citizenship and democracy for the creation of a better future for the European youth;
- Promoting human rights, solidarity and respect for diversity amongst youth and the society;
- Involving minorities and immigrants into youth activities;

United Societies of Balkans since 2008 has implemented and involved in many local and international activities, based on formal and non-formal education, by trying to underline the important role of experiential learning and non-formal education and to include tools and methods of the non-formal education to the mainstream education. Especially, under the new frame of "Erasmus+" the need of the society for the recognition of the non-formal education and the benefits that are coming through it is more obvious than ever.

COMUNE DI TORINO

Italy

The International Youth Exchange Office – Torino City Council was born in 1978 and since then has carried out a huge number of international events in Italy (hosting projects) and in four areas of the world: Europe (Youth in Action), Latin America, Mediterranean countries (Euromed) and with Western African countries (Mali, Burkina Faso, Senegal, Cap Verde). In the last years, due to our NA general decisions, being a big city it couldn't have access to European grants anymore. So now it promotes a youth policy based on the consultancy and support to youth organizations about EU programmes (especially in organizing exchanges and training courses) and offers opportunities of youth international mobility (sending organization for exchanges, trainings and EVS). As sending organization, it gives the opportunity to more than 200 Italian youngsters each year to have a great experience.

Furthermore, it also organizes training courses for group leaders and gives information about training courses and workshops in Italy and abroad. For further info, you can have a look at our website www.comune.torino.it/infogio/scambi or our FB page: Scambi Internazionali e SVE – Città di Torino.

Being an umbrella organization and being in touch with all our youth centres in town, it can easily recruit participants according to the target group required (including those with fewer opportunities).

Our group leaders are trained at a national level and some of them attended training courses abroad granted by Youth in Action or Erasmus+ programs.



CITTA' DI TORINO
SERVIZIO TELEMATICO PUBBLICO

www.comune.torino.it

SOCIAL ENTERPRISES IDEAS





CONCEPT: Farm that will employ homeless people trying to integrate society and teach them basic life and agricultural skills, in order to send them back to it later.

MISSION: Take homeless people out of the streets and give them the opportunity to go back to society.

OBJECTIVES:

- Bring homeless people from Bucharest to the countryside, where it might be easier to integrate them into society again;
- Build a farm big enough to provide work and housing for up to 100 people at first;
- Find partner shops where people will be able to sell their products.

MAIN ACTIVITIES

- Bring homeless people from Bucharest to the countryside
- Place them in a farm, where they will be accommodated for free, in exchange for their work;
- Homeless people will work in the farm in order to build a local business with local partnerships
- The workers will receive a small amount of money as payment, that will be kept in an account made accessible to them once they leave the project
- Psychological support
- Leftovers will be given for free to other homeless people.

EXTERNAL:

- Political climate
- Laws that will allow the project to happen
- Competition
- Weather conditions
- Inflation
- Taxes
- Instability of the fiscal system
- Relation of the SE with the external environment

FACTORS:

INTERNAL:

- The workers
- The materials
- The housing

MARKETING STRATEGY

Target group:

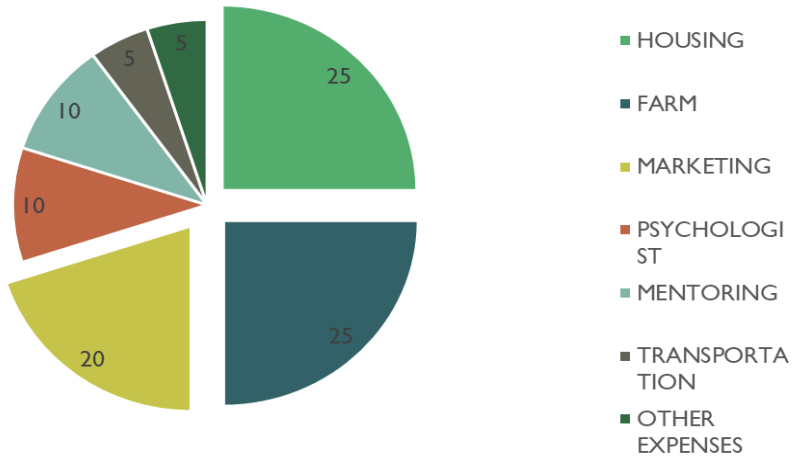
- Homeless people that will work for the project
- Consumers

Channels:

- Flyers and mouth-to-mouth
- Association with partners - supermarkets and other establishments that will sell the products (TV commercials, outdoors)

BUDGET/ FINANCE

Expenses



Investment plan:

Government, Sponsors, Donations

SOCIAL IMPACT:

- End homelessness in Bucharest
- Lower poverty and hunger in Bucharest
- The growth of biological products
- Health improvement

CAUTATOR

CONCEPT: social enterprise that delivers a treasure hunt like experience for the clients to discover small villages and help to know more about the place you want to know in a more sustainable way



Objectives and missions:

- make exploring unknown cities/villages more fun in an interactive and sustainable way.
- help employee youngsters with less opportunities in small villages that know the places really well.

Target group:

Tourists that want to know the place by themselves



Internal factors, providers and suppliers:

- printer company that uses recycled paper
- accommodation and restaurants that want to do a partnership
- graphic designer
- locals that know all the secret places
- municipalities that want to sponsor local tourism
- IT experts to create a website or website with an alternative and more

Activities plan: map with city interesting points and tasks and riddle about monuments and important places , to get to know partners of the projects.

Marketing strategy: ads on website , local newspapers , info points, T-shirt ads and drinks



HR management:

10 volunteers (in 2 cities)

9 employees (IT, leaders, accountant, social media and marketing specialist)

ADVENTURE KIT:

- 20 Basic: map(paper) , paper with the tasks/riddles , 2 pens , small Romanian candy, white bracelet [1 day]
- 20 Techno: a was website exclusive link, paper with quick contacts and discounts
- 20 All you need: map (paper) + papertask , 4 pens , small flashlight , bigger candy , discounts
- 20 Premium: map (paper)+ papertask , 5 pens,T-shirt (explorer approved) , compass, bugger flashlight , exclusive Romanian candy

BUDGET: 7000 EUR

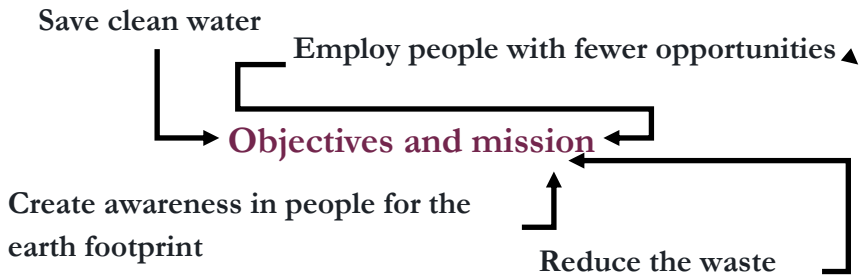
SOCIAL IMPACT:

- fight against marginalization of small communities
- lack of opportunities for youngsters with less possibilities
- sustainable tourism

Flush it up!

CONCEPT:

We are a company that found a way to change the water system in people's bathrooms in order store water from the shower/bathtub to flush the toilet. We will build this new system by employing people with fewer opportunities (+50 unemployed, disabilities, etc)



Target group: new houses and/or people who want to renovate their bathrooms, and for people who are aware of climate

External factors

- Stainless steel company
- Pump
- Component company



Marketing strategy

- Partnerships with DC Comics and the Wizarding World of Harry Potter to use their image to promote our own
- Ads on TV, newspaper, billboards and social media
- Sponsorship on sport events
- Partnerships with environmental organizations

HR Management

- CEO
- Administrative department
- Installation and repair team
- Factory
- Communication department
- Accounting



15 000 EUR

SOCIAL IMPACT:

- Social inclusion
- Sustainability
- Donation to African countries for clean water
- Personal and scientific development



Solutions found during the world café activity

**PSYCHOLOGICAL
SUPPORT**

**PROSECUTION OF ONLINE CRIME
PROTECTS CHILDREN WHO ARE
ADDICTED TO THE INTERNET
AND THEY ARE IN DANGER**

SOCIAL WORK

WRITE ARTICLES

**AWARENESS
CAMPAIGNS**

**SCHOOL,
STUDIES**

**OPEN
PUBLIC
SERVICES**

**How can the
marginalized young
people be socially
included?**

**MORE
SOCIALISATION
ACTIVITIES**

**INTERNET
MOVEMENTS**

**EDUCATIONAL/
FOREIGN
LANGUAGES**

**SPORT ACTIVITIES FOR
POOR YOUNG PEOPLE**

**NON FORMAL
GATHERINGS**

**BEING INCLUDED
IN PROGRAMS**

SCHOLARSHIPS

CAMPS/ TRIPS

What can young people do to make the Government aware about their problems?

ROUND 1

- Manifest, protest, take the roads to put under attention some specific issue, topic or social problem. (But how to protest? Is violence acceptable? The point of protesting is to create a “disturb”, distress, in order to attract attention to the protesters and their issues.)
- Festival, or Pride, or social strike.
- Street art, exhibitions.
- Go to vote.
- Occupy public building or spaces.

ROUND 2

- Vote. A long of young people do not go to vote even if they have the right to. This is a waste of opportunity to make hear their voice.
- Strikes.
- Public petition on specific topic. Collecting signature by people.
- Awareness campaign (example of university students in Portugal, giving lectures about European Election.
- Using social media in order to speak about politic and to share opinion and political positions. Open mailing list and let spread information and opinion.
- Questionnaires.

ROUND 3

- Student parliament, youth council, assembly and associations with democratic parliamentary system. Take part in the political life of this body.
- Peaceful strikes.
- Flash mob.
- Using social media to spread messages.
- Participate in an active way to social and political life of your community.
- Organize faire.

What can young people do to make the Government aware about their problems?

ROUND 4

- Go to vote, because if you don't, you "cannot" complain.
- Class action in order to obtain fundamental right that governments don't give to the people. Example of students in Romania that where able to obtain back their scholarship.
- Protest
- Use social media and TV
- Associations
- Local meeting

Taxes reduction

Funds for studies - scholarships

Improve the democratic system (reduce corruption, control the turnover of the politicians)
since nowadays it looks stagnant and ineffective

More policy coverage for young people

What Government should do for youth?

**Creation of a Fund that young people can
freely dispose of, deciding the destination of
it in order to make projects for community**

**Lower rent fees for student and
young people in general**

**Better education system, more people - based, less
formal and theoretical and more practical (classes
more useful for the future citizens and useful for
everyday life); increase of the non formal education**

Young people are very discouraged by the failure of the past generations of politicians and high level of corruption, issues that have yield to their perception of future

Lack of spaces to gather together and of associations in small towns or villages

Some parents are not interested into giving their children political education and sense of belonging to a community

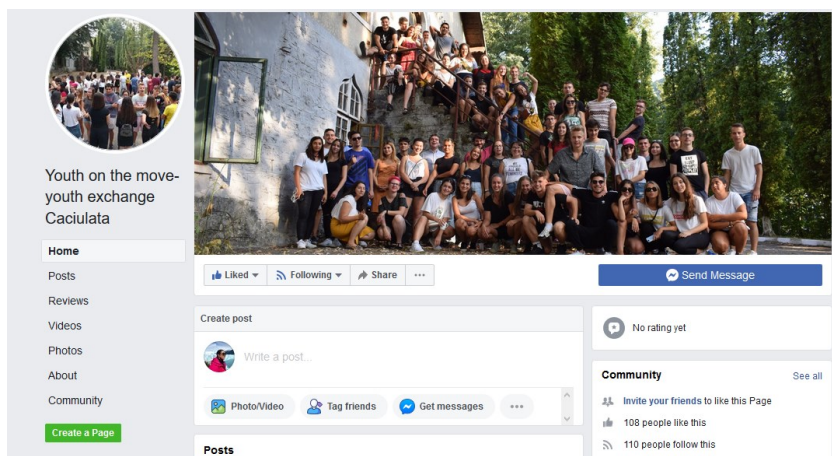
Why
do you think the young people are not involved in the life of the community?

Schools do not motivate students into being more active or join associations in community

Lack of guidance and introduction to activism for young people (especially for minors)

Addition to Internet and not use Internet as a tool of activism and campaign

Young people are bored and cannot see the point of being more active and involved in associations for their future. Community itself sometimes discourages youngsters into having their voices and spaces.



Project financed by European Union