



CONTENT

INTRODUCTION2

ACTIVITIES.....4

CANVAS PLANS14

INTERVIEWS WITH PARTICIPANTS20

PARTNERS24



INTRODUCTION

The project was a youth exchange of Erasmus+ programme implemented between 31st October and 14th November 2017 in Říčany, Czech Republic with the participation of 24 young people from Czech Republic, Slovakia, Turkey and Spain.

Sustainable development works, which grounded on increasing the quality of living without destroying natural resources, are brought entrepreneurs into the forefront with specialities of innovation and creativity at these days. Eco- entrepreneurship which is defined as environment oriented entrepreneurship came in sight as a new kind of entrepreneurship in the end of this period. In the same time, Ecologic entrepreneurship has great importance for sustainable development. Entrepreneurs in today's global staple, have to tend towards activities such as waste minimisation, green production design and technology associations that are developing world's green-oriented as a new strategy. Thereby, entrepreneurship notion resulted in eco-entrepreneurship notion as taking on a new dimension. Environmental pollution culminated at today's world, nature is being destroyed increasingly. We have been not interested in only economic dimension of eco-entrepreneurship with our project but also we have proven the youth how many things they can do about nature protection.

The participants have greatly benefited from their participation. They have gained knowledge about protection of natural sources and eco-entrepreneurship. They have also gained many skills such as cooperating to achieve some common goals, they have broken

ACTIVITIES

We started the project with introduction of the project, various games to get to know each other well. Main aim of the day was to introduce ourselves, remember names of all the participants and to feel more comfortable. Later in the afternoon we were playing teambuilding games to strengthen our team spirit and in the evening we enjoyed the welcome party.



Another day we were talking about our expectations, fears and contributions in depth. we made a list of rules by ourselves that we have to respect and hang it on the wall to keep it in our minds.



Very interesting activity Mission impossible was implemented in the streets. During this activity we found entrepreneurs of various sectors and made interviews with them. We learnt how they got the idea, support for their business, know – how, how they dealt with the obstacles and tried to find the ways of saving environment.

Through Erasmus+ quiz and workshops we have learnt what the programme is about, the activities it contains and that are so useful for us. We were talking about the youth projects as EVS, Erasmus for Young Entrepreneurs, internships, etc.

Erasmus for Young Entrepreneurs



Czech Republic. It was unvaluable experience to meet these cultures and talk about their lifestyle, habits, history, learn some basics in language, break any prejudices or barriers and become more open-minded.

The cultural nights were great opportunity to discover the participating countries. For most of us it was first time we met someone from Spain, Turkey, Slovakia or

First cultural night was prepared by Slovak participants. Their presentation made us eager to visit the country, see the nature, taste the traditional korbáčiky or bryndza, and dance Metlový tanec during the weddings 😊



During the following days we had a chance to discover night Prague that made such a magical impression, we had opportunity to be guided in the city center, get to know more details about the city and see the most beautiful places. For example Charles bridge or Kampa museum that was very funny because we have seen a lot of giant babies. The John Lennon wall - very beautiful place where we took a lot of photos. We visited also Prague castle. We really did enjoy that day. Prague is a historical and beautiful city. That is one of the reasons that Prague is a very famous city in the world. Although we saw huge part of culture, we were so excited about for Czech cultural night. Our expectations were fulfilled 😊



Recycling, separating and another eco-friendly ideas were the basics of the project. Before creating business plans, we had analyzed the specific steps of entrepreneurship. 4 Ps of business (Product, Place, Price, Promotion), Human resources, Marketing, Support and Finances. The activities were lead by experienced leaders and participants of our project and discussed in the group. In these sessions we were divided into 3 groups, and all groups had created their own business plan for Eco Hotel, Eco Farm and Eco Village by following the 4 Ps of business and entrepreneurship.



Eco Farm and Eco Village by following the 4 Ps



We were talking about the importance of human resources, motivation and leadership and we hold a discussion why people follow the leaders, trying to find the examples of successful leaders describing attributes.

During marketing workshop and divided into the groups we were creating the eco products from materials available around, for example aluminium bakery mold, decoration,



plastic charger holder etc. We tried to sell these products and convince others by catchy presentations. Besides, it increased our creativity and thinking on ecologic products.

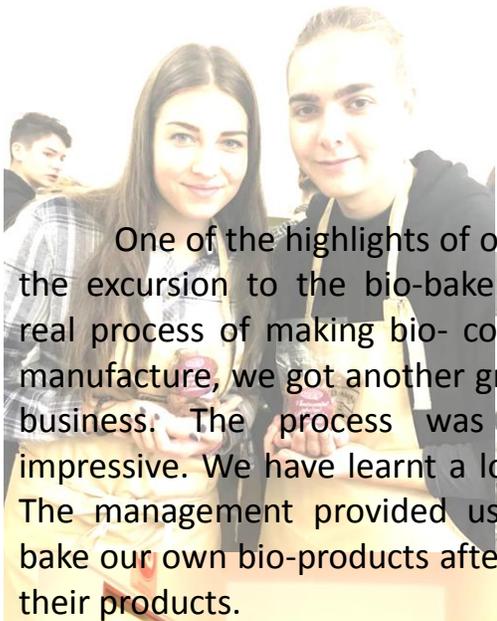
We talked about support for our business and we participated in amazing role-play game where we were supposed to get a required budget from investors, state and local government, bank, labour office, online start-up options. With that role playing game,

we found some ways how to get money for our business plans and we discovered how difficult it is in reality.

The third cultural night was held by Spain. The culture was presented through the historical places, food and dances. We will definitely visit our friends in beautiful Sevilla and Leon



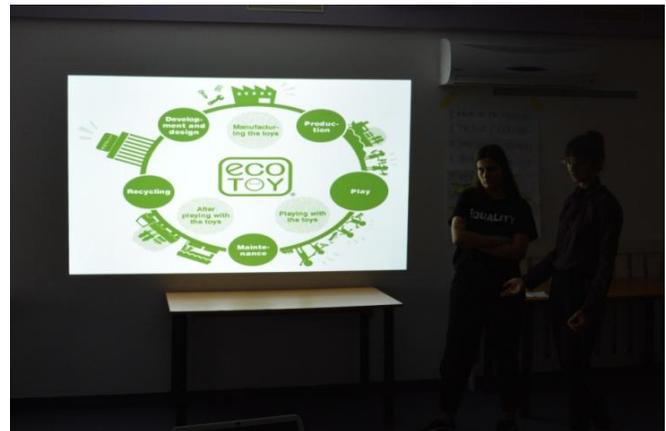
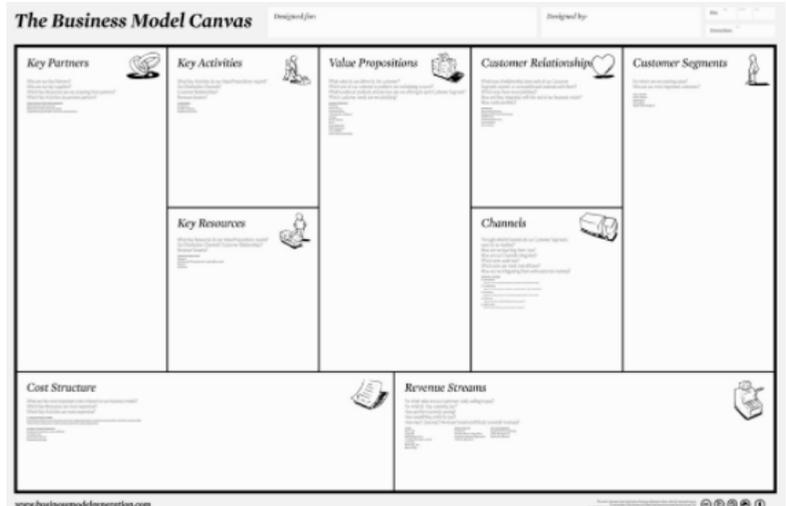
Every day we were playing many ice-breakers, energizers, games to have a fun, feel more encouraged and create friendly environment.



One of the highlights of our “eco project” was the excursion to the bio-bakery. By watching the real process of making bio- cookies, chips, bars in manufacture, we got another great example of eco-business. The process was really funny and impressive. We have learnt a lot of by this activity. The management provided us by opportunity to bake our own bio-products after delicious tasting of their products.



The most important outcome of our project was Canvas plan that is specific model of business plan. We started brainstorming about various eco-ideas. We created at least 20 ideas and then we were divided into the 6 groups and developed the business plans of 6 concrete eco-friendly ideas. We prepared powerpoint presentations and introduced them in front of others. Then we developed the weaknesses and strengths of our plans.



To spread out the opportunities for young people provided by EU we prepared the presentations and games for high school students in Říčany. They were implemented in the high school and about 60 students participated and joined us.

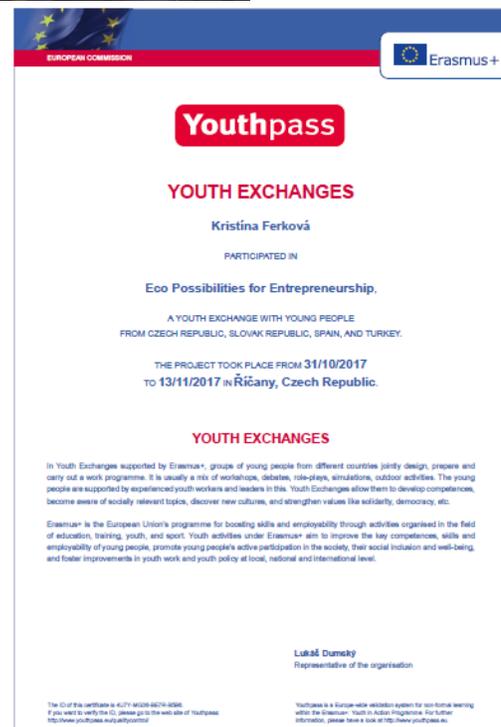




Turkish cultural night was spectacular. Besides gestures we learnt to use, we saw kind of magic ☺ Also, the country is so beautiful. We met these kind people who made the best impression of Turkey.



At the end of the project participants received official Youthpass certificate and created own ECO diplomas. These certificates prove their active participation, gained knowledge, skills and will be so useful in their education and carrier life.



CANVAS PLANS

ECO-TOY

We believe that toys are generally unhealthy and unecological. There are various chemicals in them. These chemicals can cause health and nature problems. Therefore we decided to design healthy sustainable toys for children. We are collecting healthy recycled materials and processing those materials and turning them into interesting toys. We are designing non-toxic, eco-friendly and safe toys.



KEY activities:

✓ Value Propositions: As a company we observed that there are lots of products in the market can harm children. So basically we want to create toys with organic content that children can enjoy while playing safely with our toys.

Costs

Home • Real Estate • Commercial • For Rent • Store & Shop

KADIKÖY BAHARİYE CADDESİNDE KİRALIK DÜKKAN...

4.200 €	Real Estate Index
İstanbul / Kadıköy / Osmanağa Mah.	
Ad	483361508
Ad Date	20 October 2017
Condition	For Rent
m ²	24
Class & Room Number	2
Heating	Air Conditioning
Building's Condition	Second Hand
Dues	10
From	Real Estate Agency
Exchangeable	No

Report this ad

Income



- ✓ Rent Cost : 4.200 €
- ✓ Electric & water cost : 20 €
- ✓ Employee's salary : 400€
- ✓ Taxes : 3.000 €
- ✓ Advertisement : 60€
- ✓ Production cost : 5-25€ (ref 10 €) (1000 pcs)

- ✓ Estimated sells : 900 pieces per month
- ✓ Product Prices : 10-50€ avr (ref 40€)
- ✓ Estimated Income : 36.000 € per month

$$36.000 - 17.680 = \underline{19.320 \text{ €}}$$

✓ Total : 17.680 € per month

✓ Estimated Net Income : 19.320 € per month

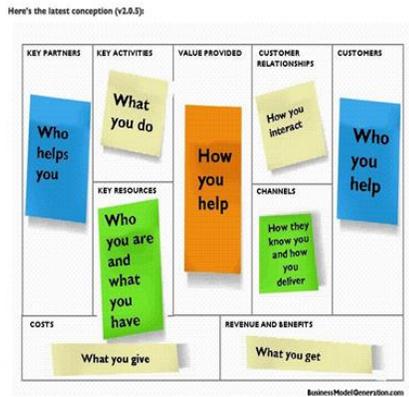
✓ Budget 50.000 €

The typical CPM on Facebook Ads is around \$10.
The typical CPM for an Instagram ad is closer to \$5

ECO-SPORT

EcoSPORT

Our proposal of ecological company is an online store of ecological sportswear. Through the canvas method we are going to make a business plan.



We offer a company that sells sport clothes online. Every product is made of eco-cotton. We have a principal budget off 20.000€ (10.000€ to buy products and the rest to rent a local, human costs, etc). Our principal suppliers are Train-eco, Eco-clothes and Eco-sporty and our principal customers are healthy propone. We make the deliveries

EcoSPORT

Value Proposition

- Offer Excellence Service
- Save the planet



with carton boxes to respect the environment. Finally, we give points to our customers in each bought, to attract them.

EcoSPORT

Customer Relationships

- Fast and efficient service.
- Ecological guarantee.



Key resources

- Professionals - Computing and sales
- Infrastructure - Web, Warehouse
- Technology - Wifi, Domain, Hosting



EDA SCHOOL

We would like to build a business school for eco-entrepreneurs. We will build this school in Gouda, Netherlands. In this school, we aim to create high quality education about ecology, because we would like to build an authority about eco-businesses to prevent under-qualified workers. This education is for people who are enthusiastic about eco-entrepreneurship, especially from disadvantaged areas. At the end of our education, we are giving certificate to our graduates to make them able to found their eco-companies. In this school we teach the eco-entrepreneurs all the phases of planting, recycling, ecologic production, eco energy systems etc. Our education system consists of mentorship from sponsors, counselling and HR expertise for graduates. Through social media, encouragement of sponsor companies and government and the help of PR expertise, we will reach our customers. Our key suppliers are eco-companies, ecologic NGOs and the governments.

Costs:

Building

Technological stuff: 100.000 Euros

Maintaining the fields, gardens: 20.000 Euros

Academicians: 1.000.000 Euros

Technical Workers: 150.000 Euros

Student+ School Expenditures: 200.000 Euros

Total cost is nearly 1.500.000 Euros

For building: 2.500.000 Euros from government. 2.000.000 from Bank we get as a loan

Income:

100undergrads: 1.500.000 Euros

35 post grad: 630.000 Euros

15 training students: 300.000 Euros

Donations from sponsors: 1.000.000 Euros

Our annual income is nearly 3.500.000 Euros.

We can compensate our expenses and in two years we are able to pay our debts to government and the bank. In addition to these, we make 2 year alliances with our sponsors on our activities and school parts using their name and logos.

ELECTURE

The company founded by 4 persons: Maria, Kristina, Chen, Richard. We decided to set up the company in Slovakia – Bratislava. Our decision was based on the market research which was done recently. According to the results we have discovered the location will be suitable to make our company successful.

Products

- . CARS :
- . Combi
- . Coupe
- . Off-road
- . Limousine
- . BIKES :
- . Teen+
- . Urban
- . Offroad

Our business is selling eco vehicle such as electric cars and bikes. We also provide services, for example car wash or repairing.

The source of the finance by our decision is going to be a mortgage from bank for 5 years: 700 000 €, interest : 1,3 %, advanced payment : 10 %, guarantor : AAAuto s.r.o. Slovakia.

Everyone knows the best cars are made in Germany. This is the main reason why we

choose Germany as our supplier and for bikes it is France.

The prices are suited according to the kind of the product. The lowest price for the car is 20 000 € and as an opposite the highest price is 70 000 €. The lowest price for the bike is 600 € and the highest 2 000 €. We would like to promote our company by using billboard along the highways. Our goal is to attend showrooms all around the Europe to get to know about our store. Next it would be social media, including social websites, also our own.

The area of the company would not be so big as usually. The customers have to order our product 3 months in advance. Assuming income should be about 2 000 000 €. Assuming cost 1 500 000 €.

Disadvantages

- . Price
- . Recharge points
- . Electricity is not free
- . Short driving range and speed
- . Longer recharge time

GYNETIC

The aim of our company is to convert the kinetic energy that people create by doing sport at the gyms in electrical power with the purpose of waste less energy and collaborate with the world being ecologic.

VALUE PROPOSITION

- ▶ Renewable energy
- ▶ Reduction of energy costs
- ▶ Health



We want to sell and rent our products (gym equipment with piezoelectric sensors to convert the energy) at gyms that want to be exclusive, with a creative and commercial image to attract people to use this kind of eco products.

COST STRUCTURE

- ▶ Materials
- ▶ Building renting
- ▶ Human costs

KEY PARTNERS

- ▶ Suppliers
- ▶ External transport company
- ▶ Gyms

NUMBERS

BUDGET : 50 000 €

MODELS : 700-1400€

RENT : 1500€/MONTH

HEALTHY HOUSE



Healthy House is a place where we take care about our customers' health. It consists of 3 parts:

DOCTOR'S OFFICE - where we provide professional medical examination and diagnosis of disease. We try to teach our patients more about the importance of healthy lifestyle.

ALTERNATIVE MEDICINE CENTER - where we offer consultations about proper treatment and then we prepare special nutrition plan for each individual to improve his health condition and help him to care more about his health.

ECO SHOP - where we offer wide range of natural and ecological friendly products without packages (food, natural cosmetics, alternative medicine,...) with the aim to reduce waste and help the environment. Customers can bring their own tubes or buy recycled bags.

Products we sell	
Food <ul style="list-style-type: none"> • Nuts • Dried fruits • Seeds • Oil • Cereals • Spices 	Alternative medicine <ul style="list-style-type: none"> • herbal syrups • drops • teas • ointment • tincture
Natural Cosmetics <ul style="list-style-type: none"> • bio masks • serums • peeling • shampoos and shower gels • everyday care 	Additional goods <ul style="list-style-type: none"> • books • eco bags • exercise equipment

Promotion

- Web pages
- Online advertisement
- Eshop
- Partnerships
- Attending eco events, lectures,...



Among our key partners will belong goods suppliers, advertisement agencies, other eco-friendly companies, agencies and we will also cooperate with schools, health centres, universities where we will provide lectures, courses and presentations.

We plan to settle in a big city near the city centre. Our budget will be 400 000 €, enough to cover our starting costs (goods, building rent, interior and doctor's office equipment, wages for 2 employees, advertisement,...). Our incomes will come from products sale, doctor's office and alternative medicine centre's services, lectures..

INTERVIEWS WITH PARTICIPANTS

What was your expectation about this project? Why did you decide to come?

INEZ: My expectation was learning and practicing English, knowing other cultures, meeting with new people, learning something about ecology and entrepreneurship.

EDA: My main reason was learning English while I am working on a specific topic, and for this reason I came here.

MARIA: Practicing English and meeting with new people.

EREN: My expectation was practicing English, meeting new friends from different countries and also travelling to Prague.

Do you think that this project is useful in your life?

MARIA: Yes, because I know more information about eco possibilities and entrepreneurship, not only theoretical but also practical.

EREN: Of course, I have got new knowledge about entrepreneurship and ecology.

INEZ: Sure, I have learnt lot of things about ecology and entrepreneurship.

EDA: Absolutely yes, this project was very productive for me.

What was your happiest moment in this project?

MARTA: Teaching Spanish language and culture to everybody.

MARIOLA: Dancing during the cultural nights.

PETER: It was the game, when we was “real” entrepreneurs, and we had to find investors to our entrepreneurship.

ONDŘEJ: Practicing speaking English with friends during informal time.

How about the preparation of Canvas plans? How was it?

KLAUDIA: I was doing the presentation and I felt really good. Because I think that everyone liked our presentation.

MARTINA: I prepared my business plan first time in my life.

TÁŇA: I studied for my presentation and got lot of new information what will be very useful for me in future.

MÁRIA: I worked on canvas presentation; it was not easy but very interesting.

What do you think about the activities during the project?

CHEN: What I think about the activities is they were educational and lot of fun which I got from them. Also discovering my weakness and strength, things I should work on deeper.

What did you learn during the project?

RICHARD: I learnt to not judge people by their appearance. Also I learnt a few methods how to cooperate in a group. Next things I learnt are kinds of leadership and how to start own business including making a canvas plan as a main factor applying for a loan.

What would you like to improve about this kind of project?

MARTINA: The main point is on its own top, so there is nothing to improve I think. I would like to improve the organization of some games or movements outside the hotel.

Were your expectations fulfilled according to your desires?

RICHARD: My expectations were fulfilled as much as possible. I am satisfied with the whole process, mostly with getting know each other by playing group games. My English skills were improved, also I am more fearless speaking in front of audience.

What were the most interesting skills, that you receive from this project?

KIKA: English skills, entrepreneur skills and lot of knowledge about the topic.

PARTNERS



Asociace TOM CR, TOM 21105 Dumánci was created to gather youth workers to give them a legal opportunity to participate in the educational process of young people. We have officially worked with children and young people for seven years, but the non-formal group called Dumánci has existed for more than nine years now. Most of our activities were carried out on regional or national level. We organize activities for young people including summer camps and various trips to raise their interest in culture, art, history, etc. To contribute to professional development of your youth workers, we take part in Erasmus+ - mobility of youth workers projects. Some of our members have already participated in these projects in other countries and we have so far also organized 7 Erasmus+ projects in the Czech Republic and we are currently preparing new projects for this and the upcoming year.

Youth for Equality is an organization, founded in Slovakia as a local youth initiative with the aim to realise positive changes and develop activities on local but also international level in the field of education, labour market, protection of human rights and environment for personal and professional development of youth and their integration into society. Organised youth exchanges promote entrepreneurship issues, the entrepreneurial competences innovation, environmental issues for youth who is facing different economic, social or cultural obstacles and challenged by negative life situation. The actions of organization empower young people to take positive action and effectively develop themselves. They focus on improving of required skills and knowledge to become successful in the field of entrepreneurship. The aim is to fight against unemployment issues, support and prepare youngsters for the Labour market.



Youth for Equality



EL BOSQUE

aventura

El Bosque de Hielo works with young people, organizing trips, camps, courses, focus in developing personal and social skills. El Bosque is an educational project that we have already covered more than 25 countries in Europe and America. But destinations are only a small part of the experience, the most important of each trip are the goals to try to get and activities to develop. The adventures we propose seek to place participants in situations where they explore their abilities, practice languages, test their social skills, stimulate their imagination and teamwork exercise. We seek adventure from unexpected events, work experience and spontaneity in meetings with people and unfamiliar situations; we look for activities that stimulate us, to help us to know each other, that allow us to improve ourselves, to provide us security and confidence.

SOA is founded by young 2007. Main aims are informing and European Union and its educational fulfilment and personal development educational programs of the European formal education, intercultural cooperation and active civil society. with other small organizations to volunteering in the region. Recently program for refugee children to teach Another program we support is organizing local seminars for children about danger of obesity and promote healthy life style. We have organised several Erasmus projects about entrepreneurship.



teachers for young people in raising awareness of the programs; promoting self-of young people through Union and developing non-dialogue, international SOA organized local events promote youth work and we have organized voluntary them Turkish and English.



Youth for Equality



MLADÝ BARDEJOV
MESTSKÝ MLÁDEŽNÍCKY PARLAMENT

