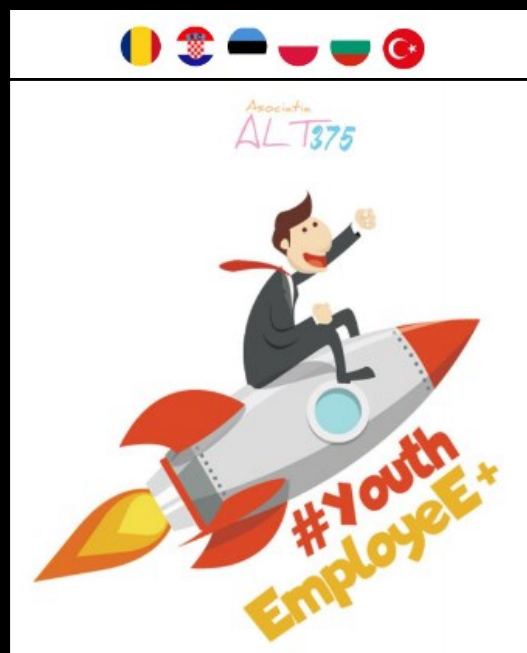




#YOUTH EMPLOYEE+ YOUTH EXCHANGE

11-18 NOVEMBER 2019

HOREZU, ROMANIA



INTRODUCTION

Erasmus+ is a European Union's programme to support education, training, youth, and sport in Europe. It has opportunities for people of all ages, helping them develop and share knowledge and gain experience at institutions and organisations in different countries. Those opportunities are possible for a wide range of organisations including universities, education and training providers, research organisations, and private businesses. The aim of Erasmus+ is to contribute to Europe 2020 strategy for growth, jobs, social equity, and inclusion.

#Youth EmployeE+ Youth Exchange was organised by ALT-357 and took place in Horezu, Romania from 11th to 18th of November 2019. Project was attended by 44 participants from Croatia, Bulgaria, Poland, Estonia, Turkey, and Romania. Throughout seven days of workshops; participants developed their abilities, attitudes, and knowledge base which led to the expansion of their skill set. Furthermore, working in a multicultural environment encouraged cooperation and communication skills and teamwork, enhancing creativity of non-formal education. Project consisted of different kind of workshops divided into career aspects as Europass CV, interviews, and entrepreneurship with aim of helping youth with employment.



BUILDING YOUR CAREER



If you plan on starting a new business creating a business plan is as crucial as having a great idea. Business Model Canvas is a strategic management and lean start-up template for developing new or documenting existing business models. It is a visual chart with elements describing the value proposition of a firm or a product, the infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs. Formal descriptions of the business become the building blocks for its activities. Many different business conceptualizations exist and with a business model design template, an enterprise can easily describe its business model.

CREATING A BUSINESS PLAN

I. Key Partners

- A. Who are your key partners/suppliers?
- B. What are the motivations for the partnerships?

II. Key Activities

- A. What key activities does your value proposition require?
- B. What activities are important the most in distribution channels, customer relationships, revenue stream...?

III. Value Proposition

- A. What core value do you deliver to the customer?
- B. Which customer needs are you satisfying?

IV. Customer Relationship

- A. What kind of relationship does the target customer expect you to establish?
- B. How can you integrate that into your business in terms of cost and format?

V. Customer Segment

- A. Which classes are you creating values for?

VI. Key Resources

- A. What key resources does your value proposition require?
- B. What resources are important the most in distribution channels, customer relationships, revenue stream?

VII. Distribution Channel

- A. Through which channels does your customer want to be reached?
- B. Which channels work best? How much do they cost? How can they be integrated into your routines and the routines of your customers?

VIII. Cost Structure

- A. What costs more in your business?
- B. Which key resources/activities are the most expensive?

IX. Revenue Stream

- A. What value are your customers willing to pay?
- B. What and how do they usually pay? How would they prefer to pay?
- C. How much does each revenue stream contribute to the overall revenues?

THE PITCH

After a business plan has been written, the next stage often involves pitching the plan to prospective investors. This very fact means that the creators of the plan and the management team should be the same. 'Out-sourcing' in the writing process of the business plan should not be taken into consideration. It is not just the content of the business plan that is being scrutinised but also the capabilities of the management team are taken into consideration and hence; their ability to deliver a presentation in a clear, concise, and convincing manner is vital to the overall objective – convincing an investor to invest in the business. The following is a list of tips to increase your chances of success when pitching your project to investors:

I. Know your audience

All presenters are taught about the importance of knowing their audience and engaging them on a personal level if possible.

II. Tell a Story

One of the most effective ways to pitch is to place the investment opportunity in the context of a story.

III. Prepare to win

Pitching to an investor is not a job that is to be handled in the last minute; it is the culmination of weeks, if not months, of planning.

IV. Pay attention to the details

Your typical investor will have a good eye for detail and hence the plan and its pitch need to be mutually reinforcing and containing no inherent contradictions.

V. Do not use MS Office Powerpoint

While the average plan is prepared in Microsoft Word and Excel, PowerPoint tends to be the tool of choice for presentations. This is not an efficient way of doing a business presentation and you should avoid it at any cost.

VI. Get the numbers right

Investors tend to be very focused on numbers, so all facts must be accurate. The numbers should be realistic and defensible and at least one of the presenters of the plan needs to be prepared for in-depth questions relating to the financials.

Many entrepreneurs have not practised their pitches before impartial observers prior to pitching. It is very important to know your presentation by heart and to present with confidence.



CREATING A DECENT CV

A good Curriculum is the key to getting offered some interviews. In this section, the necessities for a decent Europass CV will be listed. Firstly, there should be basic information about the person who will apply the position. This includes name, surname, email address, phone number, birthday and gender if asked to specify, and possibly the address of a tool to get instant contact. If the job applied asks for a photo of the applicant to be attached to the CV, which is not the case in most jobs in Europe to prevent any discrimination regarding the looks of a person, the photo should be a professional photo. The photo should be clear, good, and show your face completely.

After defining a career path, the person who will fill the CV should fill it according to the field of expertise they wish to excel in. The experience in the area shall be explained briefly. The applicants should be cautious and add all of the things in a short and precise way that might help them get the job. The experiences should be written in a chronological way, from the most recent to the oldest one. One should define the key responsibilities, such as managing the documentation, managing people, and translating the correspondence. The next step is education, training and workshops. If the person has graduated, they have to specify their degree on which they got a bachelor's or master's on. They should also put the information about the courses they attended to show the employer that they have had the formal education to support their skills. After finishing the previous step, the person should write down the skills connected to the work field. The things that should be defined with an utmost importance are languages and their level of proficiency in each section, digital skills (MS Office, Autocad, Google Ads), communication and organisational skills, a driver's licence if existent. The references from previous work experiences or university studies should also be specified on the last part of the Europass CV and it is a good indicator that you are person that can be trusted, and should they wish, they could.

HOW TO SHINE AT A JOB INTERVIEW

I. Be confident!

Confidence is the key to a good interview. Know your strengths and use them in your advantage. People are drawn to confidence and it makes you stand out. Do not try to be someone else; if the company does not like you for who you truly are, it is probably not going to work out in the long run anyway.

II. Be prepared!

Know the job you are applying for and do a research on the company beforehand. Also, make sure you know what the benefits and skills are that you can bring to the company.

III. Do not be late!

Make sure that you have enough time to get to the interview and it is always better to get there earlier so you have time to find the right place and prepare yourself. If you show up on time you also show respect towards your possible new employer - it shows that you respect their time and it also makes you more trustworthy.

IV. Make sure that your CV is always updated and well done.

Be aware of the information that is on your CV and be sure that it is accurate. Be prepared to answer questions regarding the information on your CV. This is a very fundamental and basic step that you can easily do!

V. Dress to impress!

Looks may not be the most important thing, but first impression is the key component to a good interview! Wear clothes that are nice, clean, and comfortable.

VI. Show interest!

When you are really interested in a job, you have questions about the company or position. Do not hesitate to ask questions as the answers may provide you with relevant information that has not been addressed yet.

VII. Have a friendly and a positive attitude!

There are a number of reasons why you might be in a bad mood during an interview. Maybe you are disappointed with searching for jobs or you believe you are not a great fit for the company. Maybe you simply had a bad morning and you are just feeling down because you are afraid that you will not get the job. It can be difficult to stay positive during the interview. However; nobody likes a grumpy face, so you need to let all these negative thoughts dissipate. Employers do not appreciate a negative attitude towards tasks so avoid 'no' answers because you need to exhibit a behaviour that shows the fact even though you may not know everything about the task - you are willing to learn. Smile more, be friendly, the interviewers need to see that you are a highly skilled communicator and you enjoy the company of others - things that can be valuable assets for the company.

VIII. Do not be afraid to ask for a fair pay!

You can count on the fact that the topic of money will come up. Know your worth and ask for the salary you believe you deserve. It is also good to be a little flexible, so be open to negotiate. Another trick is to ask for a tad higher pay in the beginning, so if they start to negotiate, you have more flexibility.

IX. Do not haste answering the questions!

You can always ask for time to think through the questions, so you can give the best answer.

X. Do not forget about the basic manners!

Make sure you say hello and goodbye, shake their hands, and always thank them for the opportunity as well as their time!

INTERCULTURAL EXPERIENCE

The Erasmus+ projects have a theme that they focus on; whether it may be about business, youth employment, or environment. For this project, although the focus was on preparing a decent Europass CV and increasing youth employment, the intercultural aspect of the project should not be disregarded. The participants had the chance to represent their own cultures and learn from the cultures of others; even sub-cultures that they have due to having different backgrounds.

The structure of the project enabled the participants to interact with every other person as the teams that were formed for the activities were always compact and different which led to the intercultural interaction that was aimed by the project organisers. Some participants were introverted and hesitant to talk in front of other people. However, since the teams were made up of a small number of people that are from different countries these people were better integrated. Moreover, sharing a room with someone from another country further helped the participants to get out of their comfort zones and live the ultimate intercultural experience.

Through the four cultural nights of the six countries, the participants had the chance to get to know the cultures of other countries, play quizzes, watch and attend to their cultural dances, eat their food, and drink their various traditional beverages. These cultural nights led to a better understanding of the other attendants and it broke any possible barriers of prejudices and stereotypes.

In the first night, a group of children from Romania performed folk dances and invited the participants to join. There also were food from Romanian cuisine and all the participants enjoyed their evening while learning facts and experiencing the true Romanian experience. In the second cultural night the participants from Bulgaria and Croatia presented their culture and their traditional cuisine. The night had something to offer for everyone and everyone enjoyed it dearly. The third cultural night was the cultural night of the Polish and Turkish attendants. The group enjoyed the best food both nations had to offer and danced to Turkish Halay. The last cultural night was the cultural night of the Estonian participants. They showed illustrative videos, served their traditional foods, gave the opportunity to the group to learn some difficult and funny words in Estonian language, and performed their folk dance: Kaera-jaan. Furthermore, on the day of the Estonian cultural night, the project leaders took all of the participants to Hurezi Monastery which reflected the history of the area and proposed a marvellous journey to the participants.

Andres from Estonia:

"I really loved that the project was in the country-side, so we lived the complete rural experience and I enjoyed the calmness the nature brought. Even more, finding the similar spots in our differences was extremely joyful. I am really glad that I participated in this project."



Galia from Bulgaria

"I had a once in a lifetime experience interacting with the different cultures and having so much fun in the project. This was a blast! I really loved it."

