

YOUTH • EXCHANGE

Rule the World and become an Entrepreneur: Vol 3

Vinkovci • Croatia

A • Y • N • T • K
(ALL YOU NEED TO KNOW :)

INFO PACK

APV: 07.09.2018.-09.09.2018. traveling days included only group leaders.

- Youth Exchange 1: 21.10.2018 - 29.10.2018. travel days included.
- Youth Exchange 2: 18.11.2018 – 25.11.2018 travel days included.

Applicant organization: Association for creative and sustainable development KOR, Croatia

Partners: 2+2, Zaragoza, Spain

AJITER, Praia da Vitoria, Portugal

Innova Lab, Bitola, FYROM

K.A.N.E. Kalamata, Greece

MAC APS, Lecce, Italy

Participants: 5+1 group leader, from 18-25 years old, no age limit for the group leader, please consider gender balance in the groups. Food and accommodation 100% covered, travel expenses according to the distance calculator.

Spain	500 - 1999 km	275 EUR
FYROM	500 - 1999 km	275 EUR
Portugal	2000 - 4999 km	530 EUR
Greece	500 - 1999 km	275 EUR
Italy	500 - 1999 km	275 EUR
Croatia	0 - 100 km	20 EUR

Short summary

The project will allow young people to explore social entrepreneurship and responsible marketing topics. The project will give valuable tools and working methods applicable in a daily life and professional development. The objective is to use social entrepreneurship and responsible social marketing as a tool to address social inclusion. The project is including partner organization coming from 5 countries with the highest unemployment rate which are FYROM, Greece, Spain, Italy, Portugal, and Croatia. The first youth exchange is about social entrepreneurship and the process of creating and finding the best model, idea and a product. Participants will be encouraged to build a prototype and engage themselves in creating the solution to the existing problem on the market. The first activity is about social innovation, it is a social start-up manual on how to launch a successful social company.

Second youth exchange is about responsible "feel good" marketing. In this activity, participants will build a marketing campaign to promote a company and a product which was created in the first activity, participants will also create 7 different daily videos, social commercial, and a website. Participants will be challenged and empowered to explore new tools, digital equipment, different concepts, and ideas. They will be empowered to go far and beyond and to find the magic where learning and creating is taking place.

The project also includes APV (advance planned visit) for 2 group leaders from each partner organization. Group leaders MUST participate in youth exchanges. On each youth, exchange activity partner organization will send 5 participants and a group leader. The project is including participants with fewer opportunities and participants with special needs. All participants must be from 18 - 25 years old except the group leader, where there is no age limit. Feel free to promote the project among your members, volunteers, and social media followers.

Daily schedule: APV

07.09.2018.

Arrival to Vinkovci.

08.09.2018.

Presentation of the projects, responsibilities, activities, and participants. The partners will discuss all logistical details, travel, safety, and accommodation.

09.09.2018.

Departure from Vinkovci.

Daily schedule: Youth Exchange 1

21.10.2018.

Arrival to Vinkovci.

22.10.2018.

Introduction to youth unemployment topic through interactive debate, what are the main problems and obstacles, what are the biggest challenges young people encounter in the job market, what are possible solutions to the problem? Introduction to social entrepreneurship, what is the difference from profit-oriented entrepreneurship, who are the main stakeholders in social entrepreneurship, best examples of social entrepreneurs and world market simulation game.

23.10.2018.

X-Factor Talent fair, Personality test and introduction to Business Model Canvas and development of potential ideas.

24.10.2018.

Hip-Hop cost calculations, customers targeting exercise and role play in creating your fictional customer. Participants will go through Business Model Canvas using different creative methods and prepare first idea draft which will be pitched in front of local entrepreneurs who will mentor the teams and give feedback at the end of the day.

25.10.2018.

Visit Technology (Entrepreneurial) park in Vinkovci and a city tour.

26.10.2018.

Teams are continuing working on their ideas, making a plan for the next 3 days to have a prototype of the product, participants will have to understand the market, customers to be able to create the product. Participants will be divided into smaller teams and every team will have to create a product and a business case with the corresponding target group.

27.10.2018.

Participants will have a chance to practice their leadership skills, every day another participant will lead a small team, they will have to consider the main goal of the group and what do they want to accomplish.

28.10.2018.

Workshop with the local youngsters and project outcomes.

29.10.2018.

Departure day

Daily schedule: Youth Exchange 2

18.11.2018.

Arrival to the city of Vinkovci.

19.11.2018.

Getting to know each other and the project, understanding what was done in the first youth exchange, creating a plan and forming teams for this youth exchange. Participants will have a chance to choose which activity they want to join. We will have a website group, online media, marketing strategy and sales channels.

20.11.2018.

Introduction to the social entrepreneurship, principles, business models, marketing channels and targeted customers.

21.11.2018.

Based on a group they choose participants will be doing different activities, one group will be creating a website, another one will be creating a promotional campaign and promo video, one group will be documenting and making daily videos of what the other groups are doing and create a video blog.

22.11.2018.

Working in the groups with assigned projects.

23.11.2018.

Working in the groups with assigned projects.

24.11.2018.

Preparations for the workshop with the local stakeholders, participants will have to create a workshop and different games that they will play with local high school students.

25.11.2018.

Workshop with the local youngsters, presentation of the project, and closure of the project.

26.11.2018.

Departure day

Official language: English

* The final detailed version of the schedule will be available one week before the project activities.

Logistical matters

Venue: Vinkovci, Vukovar-syrmia county, Croatia.

Hotel GEM *** (<http://hotel-gem.eu/>)

Triple and quadruple rooms

3 meals per day, 2 coffee breaks

Currency: Kuna, 1 EUR=7,43 kn

All participants should make European Health Insurance card. Contact your local Health insurance provider to obtain one for free.

What should you bring:

- warm clothes, especially for November, can be cold,
- towels,
- laptops at least one per group,
- European Health Insurance card
- Promotional materials from your organizations, countries,
- some national food, flag, music, traditional clothes for the international evening,
- positive attitude, desire to learn and meet cool new people! :)

Traveling

Option 1 Zagreb

When you arrive at Airport Pleso Zagreb (<http://www.zagreb-airport.hr/>), take the PLESO bus which is always standing in front of the main entrance which goes every 30 min to Zagreb main bus station (30 kn ticket). When you reach main bus station take the tram number 6 or 2 in direction ČRNOMEREC, after 4 stops go out at the stop called Main train station GLAVNI KOLODVOR. You can also walk from the bus to train station, it's only 20 minutes. Fast train to Vinkovci goes 4 times per day, 3-4 hours of journey. Return tickets are around 210 kn (28 EUR).

Zagreb	Vinkovci	Vinkovci	Zagreb
11:06	14:39	05:47	9:23
15:20	18:52	8:58	12:20
17:42	21:06	11:45	15:09
21:37	01:17	14:44	18:14

Option 2 Belgrade-usually cheaper version

When you arrive in Belgrade Nikola Tesla airport take the Shuttle bus number A1 which goes to Slavija square and it stops in front of the train and bus station, ticket cost 250 RSD (Serbian currency dinar 1 EUR=117,90 RSD). There is only one train and it goes at 11:03 AM from Belgrade to Vinkovci (4 hours of drive) around 20 EUR return ticket. If you choose to go with a bus you will travel via Vukovar. The price is around 25 EUR for return tickets and it's also 3 hours of drive. Serbia is not in EU so don't forget passports. :)

Belgrade	Vukovar	Vukovar	Belgrade
06:30	09:23	07:48	10:33
10:00	12:53	10:45	13:33
15:00	17:53	14:00	16:33
18:00	20:53	18:00	20:53

When you arrive in Vukovar you will take a local bus which will take you to Vinkovci, 30 minutes of the drive, one ticket is around 30 kunas (4 EUR) or we will organize transportation from Vukovar to Vinkovci.

Vukovar-Vinkovci	Vinkovci - Vukovar
7:30, 8:00, 11:10, 13:15, 14:10, 15:20, 16:10, 19:30	5:50, 6:50, 9:30, 12:10, 13:20, 14:25, 18:30

Boarding passes have to have your name on.

SAVE ALL TICKETS! REIMBURSEMENT WON'T BE POSSIBLE WITHOUT ORIGINAL TICKETS.

Upon return from the project send us all ORIGINAL TICKETS, BORDING PASSES to following address:

Udruga za kreativni i održivi razvoj KOR
Luja Adamića 4a,
32100 Vinkovci, CROATIA

Vinkovci, Croatia

Population: 35.321

The City of Vinkovci is located in the furthestmost northeast of Croatia, between rivers Danube and Sava, situated along the river Bosut. It extends along the Bosut valley, the highway and the railway, which connect Western Europe with the Far East, and Middle Europe with the exit to the Adriatic sea. The City has significant and high-quality natural resources as well as developed infrastructure, and it is through this that one may notice that it is an economically and strategically important part of Croatia. Owing to its favorable position, Vinkovci was an area upon which the cultures used to inherit one another from the early Stone Age to modern times. Not the same sites were always inhabited, but looking at the current layout of the City, Vinkovci has been continually inhabited for over 8,000 years.



More information: <http://www.tz-vinkovci.hr/>

If you have any question, please don't hesitate to contact us.

E-mail: udruga.kor@gmail.com

Facebook: Udruga KOR

Web: <http://udrugakor.hr/>

Phone: 0049 17729 54081

Skype: Udruga KOR