

# CO-OP NEWSLETTER 4

## June 2017

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#### PROJECT PILOTS IN PARTNER COUNTRIES

##### SPAIN (MADRID)

In Spain, the Co-op pilot experience started in December 2016 and finalized in May 2017 with the final aim of empowering young project holders through dynamic and participative activities for testing and planning their business ideas, providing them with support and advising for acquiring and/or improving their entrepreneurial skills to head for their personal and professional growth. Red2Red collaborated with [Incyde Foundation](#), the Chamber Institute for the Creation and Development of Business, in the recruitment of participants who were selected among the students of the "Course on Business' Creation and Consolidation" organized by Incyde and finalized in November 2016. Among project holders who participated in the piloting, there were a personal trainer, a web programmer, a luthier of string musical instruments, a provider of touristic itineraries in Madrid, an engineer of topography with drones and an audiovisual professional, who had just begun their start-up process, or just launched their business activity. The young project holders who successfully finalized the piloting were 3 and all of them were happy with the counselling, mentoring and coaching sessions received, as well as with the whole Co-op experience.



##### ROMANIA (BUCHAREST)

In Romania the piloting activity took place in the following stages: 1. Recruiting interested people to participate; 2. Offering them counseling and coaching; 3. Organization of training on entrepreneurial skills with 20 hours of theory and 40 hours of practice; 4. Providing counseling and coaching after the training.

The course on entrepreneurial skills started on 06.10.2016 and ended on 27.10.2016. Total 6 young potential entrepreneurs attended the course and all of them succeeded to graduate. Among the participants 2 of them are female and 4 of them are male.

#### The topics covered during these pilot activities are:

Introduction to Entrepreneurship; Initiating Business; Activity Organisation; Marketing Strategy; Negotiating contracts; Promotion Policy; Financing a Business; Product Development / Business Inspections; Personnel Management; Bookkeeping; The system of financial accounting; Development strategies and business risks; Logistics necessary for business; Business Plan

After the piloting process 6 people developed 6 different business plans:

- (1) Pârveu Andrei – Restaurant/Selfservice; (2) Pînzariu Alexandra – Counseling students through web platform; (3) Popa Alina – Social services for the elderly; (4) Socol Andreea – Interactive coffee shop for students; (5) Turmac Andreea – Massage Salon and (6) Zaharia Alexandru – Advertising agency







### TURKEY (KOCAELI)

The Turkish partner, BEUFA, has implemented the project's pilot activity in cooperation with the Young Entrepreneurs Centre (YEC), an innovative endeavour by the Municipality of İzmit (central district of Kocaeli Province). The YEC was established in the late 2015 and started to operate in early 2016. The main aim of the Centre is to provide pre-incubation and incubation services to 18 – 30 year-old young people who have creative and valuable entrepreneurship ideas/projects but have difficulties to reach the funding opportunities or other supporting tools for entrepreneurship. Pilot activities of COOP project in Turkish context have been realized by two main local actors: Project partner BEUFA provided the methodological, theoretical and technical information and tools gained through the "CAE - Coopérative d'activité et d'emploi" model under the scope of COOP project; and the YEC provided the target group and practical range of implementation (the infrastructure).



The piloting process started in October 2016 by the selection of the target group. It was not a complicated process for us because the YEC had already recruited eight young entrepreneurs/project holders all of which had business ideas and initiatives in ICT or related sectors. 8 young people successfully completed the piloting process and all 7 of them have registered their own enterprise. The activities were completed in May 2017.

The main aim of our piloting strategy is not only to train a group of young people who have business projects or valuable ideas, but also to establish a sustainable "*entrepreneur-producing*" system for the institution (YEC). Under this strategy the specific targets were identified: (a) Transferring the CAE Methodology, (b) Developing the entrepreneurial skills of our entrepreneurs, (c) Supporting the incubation process of the entrepreneurs and (d) Enabling the entrepreneurs to access valuable entrepreneurial eco-systems and networks

### ITALY (COSENZA)

Project activities included a first stage carried out within Promidea's working group where the sphere of action was set out taking into account:

(a) Specialised publications on regional development policies, (b) Economic sectors which are consistent with the company mission, (c) Assessment of the results of the survey administered to project holders, (d) Company's consolidated partnerships within the reference local context.

Hence, the reference sector was identified: the agricultural sector with all its various components, from production/processing/marketing to the promotion of organic and innovative farming, diversified according to the specific vocations of our territory (social farms, tourist farms, food and wine events, etc.)

Several relationships with various upper secondary schools within the province led to identifying the "Istituto Mancini" (a Hotel and Catering School and Technical-Agricultural School) as a key reference partner to trigger an awareness-raising activity on the project among students, starting from the survey administration stage.

Two project presentation meetings were held with the goal of providing information on:

The importance of the initiative, The French CAE incubator model and The pilot activities to be carried out.

The programme was organised into a 35/40 hour training scheme with sessions held in the classrooms of Promidea and developed according to two key guidelines:

- Exploration and definition of possible business ideas with a brainstorming group activity
- Assessment of the feasibility of each business idea through individual coaching and mentoring sessions

