



# YouthNest.crea

— TRANSNATIONAL INCUBATOR FOR CREATIVE —  
ENTREPRENEURSHIP IN EUROPEAN RURAL AREAS

## 2<sup>nd</sup> NEWSLETTER



YouthNest.crea is a European project aimed at young people which aims to develop a virtual as well as an on-site ecosystem of support, advice, encouragement, training, stimulation and opportunities to shape innovative ideas for the empowerment of young people in their professional development. The project will also foster an entrepreneurial culture leading to self-employment opportunities with a focus on entrepreneurship within the creative sector in rural areas of the EU. The project is promoted within the framework of ERASMUS+ 2014-2020 Programme (Key Action 2 – Strategic partnerships supporting innovation in the field of youth) and it will be carried out between 2017 and 2019.



### Who are the project partners?

Concello de Vedra – Lead Partner (Spain), Stichting Business Development Friesland (Netherlands); Comune di Capannori (Italy); Newry and Morne Co-Operative Ltd (United Kingdom); Obec Zemplinske Hamre (Slovakia) and Associação Juvenil de Deão (Portugal)



### Who is the project aimed at?

Young people between the ages of 16 and 30; they can be graduates or students, unemployed people, those who have left education and are not currently studying or working and young entrepreneurs.



### Why target rural areas?

To value and develop the indigenous potential rural areas possess and to help ensure the preservation and sustainability of their resources through creative and innovative entrepreneurship models.



### Project Progress Between the Second and Third Transnational Partnership Meetings

Following the second transnational meeting in Capannori, Italy, the Partnership began work on producing the training materials for the local and in-situ training. This task started with a bidding process for work packages of the proposed training topics which emerged from the Joint Programme of Pilot actions which was prepared by Newry and Mourne Enterprise Agency and reviewed by the Partnership. As far as was possible the work packages were compiled in a way which was both fair, and also a fitted with the organisational competences of as many of the partners as possible.

### Third Transnational Partner Meeting in Leeuwarden

The third transnational Partnership meeting took place in Leeuwarden, the Netherlands on February 26<sup>th</sup> and 27<sup>th</sup> 2019. The meeting was attended by representatives of all of the partner organisations. As is common in collaborative projects, there is a timeline set out in



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the application for the delivery of intellectual outputs. Given that the YouthNest.crea project includes an in-situ mobility which needed to be scheduled in advance and was difficult to reschedule, the materials had to be ready to coincide with the arrival of the transnational incubator participants.

It is therefore fair to say that the Leeuwarden Partnership meeting was vital to the project in as much as that all partners needed to be clear about the tasks they needed to perform for the transnational incubator, (scheduled to begin in June 2019), and the deadlines by which the tasks needed to be completed by.

Other transnational incubator-related topics which were discussed included the selection process for participants and the approaches which would be taken by the partners to ensure that the target for participants would be met for both the local and in-situ training.



The partners visited the Incubator during the meeting



AI fresco dining in the February sunshine

Other topics which were discussed during the transnational Partnership meeting included:

**The project collaborative portal** – an update was given by the lead partner on progress.

**The bank of creative business ideas** – this innovative initiative provides a showcase for young people who are successfully running their businesses in rural areas. The bank of business ideas will feature prominently on the project website, however, during the meeting it was agreed that Facebook should also be used both to promote these businesses and also in doing so disseminate the project to a wider audience than would otherwise be the case.

<https://youthnestcrea.com/YBC.html#content5-3d>

**Nynke de Jager**  
Admin · 1 May

Our next Young Business Champion is JOFTruck! This is a multifunctional (food)truck where young people are in the lead. Seven working groups are responsible for this truck, which they can use to organize events or sell food and drinks.

JOFTruck is initiated by JOF (Young Entrepreneurial Friesland). JOF offers a stage for young people to show who they are, what drives them and what are their ambitions.

By leading JOFTruck, young entrepreneurs are enabled to experience entrep... See more



**Montse Couto**  
Admin · 19 March

We are starting to introduce you our Young Business Champions, our best examples of entrepreneurial success in rural areas.

Galician Original Drinks, LTD., was set up by a young entrepreneur, José Albeia, located in Vedra (Spain) was born from the young entrepreneur José Albeia, who decided to opt for spirits business three years ago. His aim was creation of innovative and original products and develop a successful brand name. His firm is located in Vedra (Galicia), a rura... See more



Examples of the bank of creative business ideas



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**Audio-visual materials** - Newry and Mourne Enterprise Agency agreed to produce a video to promote the project as a whole and in particular the in-situ training sessions. A presentation was given to act as a guide to partners on what they should aim for in terms of video and photo coverage of their in-situ mobilities.



No major issues were reported; the project is on track to produce all of its intellectual outputs. It was agreed that regular Skype calls would be convened to both keep the Partnership up to date with progress and also to act as a forum for discussion and problem solving in the case of individual partners having mobility-related issues or problems with the intellectual outputs.



The meeting concluded with a commitment from all of the partners to doing their share to ensure successful local and in-situ training sessions.

The next YouthNest.crea project newsletter will review the local and in-situ training sessions.



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