

Best Practice Example:

Idea: “Start up workshops”

The concept was based on examples from Austria and Germany performed as a start up entrepreneurship contest for universities and for the public sector with the benefits of workshops for training, coaching and public relations.

Main Objectives:

- ✓ **1st Step is to identify business ideas and persons with business ideas;**
- ✓ **2nd Step is offering start up coaching and start up trainings in entrepreneurship**

Action plan : **“The week of young entrepreneurship in Alba”**

In this framework we develop a start up programme for young entrepreneurs in 5 community centres from Alba-Iulia county in Romania during 5 days (one day/event for each community centre). They had to come with ideas of social business to sustain development of the community they live.

1st STEP: Informational Campaign to Develop business ideas

Subjects: Youngsters, who want to develop business ideas but don't have needed support (financial & material, legal frame ,etc) from schools, adult schools and universities , from the unemployed sector or any kind of youngster from common public institution.

Used strategy:

** Several Information Campaign depends on the focused group;*

** Realizing Identification and Collecting of the best ideas of social businesses;*

**Marketing event called "Agora of ideas" develop as a public campaign used as a factory of business ideas.*

It was organized as a public exhibition where every participant prepared a short presentation(maximum 10 pages and appr.10 min./participant) and maybe an exhibit stand in order to promote and answer questions about their idea in front of mass-media and member of evaluation commission(business experts and project experts);

** Planning a social business step by step .*

More than 50% of participants nominated for a professional business coaching (social field expert) in the idea of writing their own business plan and should enable the participants to answer the core questions of the business plan (SWOT analysis);

**Evaluation of business plans (1 economist, 1 jurist, 1 social economy expert);*

** Evaluation Report and selection for "start up training" from the participants.*

Results:

** more than 200 people attended to the event ;*

** 36 ideas collected on all centres;*

** 10 final ideas selected for the next step;*

After 1st step all participants could delimitate the meaning of entrepreneurship by searching/finding and recognizing in their area the real needs for community and using creativity they been guide and encourage to find sustainable solutions.

2nd STEP: Entrepreneurship Coaching and Training

Used strategy :

* *Coaching and Training for a successful entrepreneur in the field of(1 day = 6h, 10 vouchers/per participant):*

- Marketing (12h);
- Human Resources (6h);
- Social Inclusion and Business Strategy (12 h);
- Book Keeping and Fiscal Law (6h);
- Corporate Identity & Corporate Design(6h);
- Benchmarks (6h);
- Juridical Frames (6h);

The young people whose ideas has been selected benefit from coaching for the developing of their own business plan and will be invited to the training program in order to start up a business, respectively for developing and drafting their own business plan.

Seminars will be organized in 10 modules according to the needs identified following the evaluation of the business ideas.They were organized in 5 different centres and in that way we did exchange and mobility's between centres because we had all the participants from different centres.

The programme was for a period of 1 year and has been repeated after six months.

* *Examination and certification of trainees;*

* *Fair of the Business Ideas organize, as a conclusion of the startup training courses were we had a national public event with presentation of business ideas developed within the startup sessions. This way 10 business ideas has been selected, the most feasible and the best of them, which has been awarded with prizes (money and study visits), supported and promoted within the project. The aim of the fair was to stimulate entrepreneurial initiatives among young persons, among persons from vulnerable groups and persons with initiative in social economy and takes place in the regions where the project is being implemented (Centre Region, Bucuresti-Ilfov, South-Muntenia and*

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North-West, focusing on the micro-regions of Aiud, Abrud, Cugir, Zlatna and Blaj (Alba County).

Results:

** 10 modules of Training Start up in Business for everybody;*

** 32 business plans subscribed;*

** 10 business plans granted.*

With 2nd step we tried to develop and materialize ideas from the previous stage. With a strong plan of different workshops we achieved desired outcome, we release for public auditory and in the end best of them been granted.

That movement has been developed within the project „Social inclusion and Inclusion on the Labor Market through Social Enterprises “ for promoting functional models of social economy, developing an integrated network of social services and create functional social enterprises contributing thus directly to a significant improvement of employment opportunities adjusted to the specific needs of persons with disabilities and vulnerable persons from the region Centre, by promoting efficiently the concept of social economy on a multiregional level.