

## Competitive Competencies: Business Plan

1. **Name of Team** : Active Youth
2. **Name of Members** : Ester , Gabi , Lenka , Ugne , Andreis.
3. **Common Target Group** : High School and University Students (16-25 years old)
4. **Which service needs to improve ?** : Students activism in projects
5. **Rate of progress monitoring?** : Surveys between students and companies
6. **Means of Promotions** : Youth Ambassadors ; Social Activities ; stake holders; Universities and other educational institutions.
7. **SPHERE OF INTEREST:**Volunteering, Social activities and Finance.
8. **NAME OF THE PROJECT OR IDEA** : 'ACTIVE YOUTH'
9. **BRIEF DESCRIPTION OF THE PROJECT OR IDEA:**

The project aims to increase active youth participation in non-formal education projects for persons aged from 16 to 25; (High school and university) with the main intention of having more employable youths once they complete their secondary and tertiary levels of education. Youngsters of this age group will be given compulsory participatory activities at local and international level outside their formal education program to develop their personal skills. They can do this by participating in registered local organisations' activities. This structure will be financed and supported by the private and public sectors requesting these competences such as those dealing with tourism and customer care. The project will be mentored and monitored by the experts chosen by these stake holders and a certification will be given out to youngsters who complete both formal and informal education programmes.

# 10. PICTURE OF THE PROJECT OR IDEA

## ACTIVE YOUTH

target: students - high school / university  
 problem: passive attitude of youth  
 sustainability: SOCIAL ECONOMICAL ENVIRO

goal "ACTIVE VIEW"  
 → increase the quality and value of the project among youth

experts/expertise: marketing, PR, HR - CV, communication "employability"

PLAN

Start-up - students feedback

1st	2nd	3rd	4th	5th
<ul style="list-style-type: none"> <li>local activities &amp; promotion</li> <li>promotion - social media</li> <li>network - partners</li> <li>international database</li> </ul>	<ul style="list-style-type: none"> <li>collaboration with sponsors</li> <li>building partnership</li> <li>social ambassador program</li> <li>exchange program (NCS)</li> </ul>	<ul style="list-style-type: none"> <li>focus on quality and big projects</li> <li>feedback &amp; survey</li> <li>plan can provide structure of the &amp; leadership</li> </ul>	<ul style="list-style-type: none"> <li>start on inform. Social Deal</li> </ul>	<ul style="list-style-type: none"> <li>conference, forum</li> <li>focus on rating</li> </ul>

## CHANGE of ORGANIZATION

- upgrade to international level
- enlarge & stabilize membership base
- bigger variety of activities (conf., forums)
- ambassador program (influencers)
- EVS team members (supervisors)

### investors

- tourist sector
- uni / educational institution
- local authorities
- companies - needing students with particular things



**ADVANCE OF OCCUPATION**

- requires to understand their
- taking a holistic perspective that
- longer history of activities (long-term)
- education program (education)
- 5% documentation (experience)

**KEY POINTS**

- focus on
- in / educational institutions
- build relationships
- integrate - making education more performance
- design

**ACTIVE YOU**

- design - students - design school / community
- quality - personal attributes of students
- community - design - innovation - success

**ACTIVE VIEW**

- to ensure the quality and nature
- of the design activity program
- specific/unique - building 10, 20, 30 - 50
- 2011