

Press release

October 7th, 2016

I SEE YOU conference "YOUNG, INNOVATIVE AND SOCIAL – SOCIAL ENTREPRENEURSHIP AS A CAREER PERSPECTIVE FOR YOUTH"

Bratislava, Slovakia, October 5th 2016

I SEE YOU final conference of the project and stakeholder event took place in Bratislava on October 5th, 2016. The conference, organized on the topic "Young, Innovative and Social – Social Entrepreneurship as a Career Perspective for Youth", brought together over 50 people - project partners, stakeholders and young social entrepreneurs from all over Europe.

During the conference, project's partners presented and discussed with the participants the results of the 2-year-project, and they stressed the importance of social entrepreneurship for our society and for current generation of youth.

The conference also attracted some key speakers who delivered useful presentations for young people interested in entrepreneurship, but also for stakeholders interested in providing entrepreneurship education for youth:

- Peter Magala, the Executive Director of the Risk Management Division of VUB Bank, explained how banks evaluate new entrepreneurs and social entrepreneurship projects;
- Ladislav Smoron from Young Entrepreneurs Association of Slovakia presented different methods of building young people's entrepreneurial skills and enhancing their sense of initiative for community.
- Sarah Reindl, CEO and co-founder of Das Gramm - a social business from Austria, shared an inspiring story about her experience on opening and running a social enterprise, the first packaging-free grocery store from Graz.
- Richard Smith from Totem Learning Ltd explained why and how games (serious games) are important for business.

At the same time, the conference hosted couple of young people involved in the I SEE YOU project as participants from Spain and Slovakia, Alberto Diaz Martin, and respectively Veronika Kamenicka. Alberto and Veronika shared with the conference's participants their I SEE YOU experience: why they chose to take part in the project, what they liked most, what they liked less, how they interacted with other participants in the project, and they also spoke about their future entrepreneurship plans.

The conference ended with the I SEE YOU Certificate Award Ceremony for the participants in the online training on social entrepreneurship.

The I SEE YOU project started in 2014, and it is implemented by seven organizations from Austria, Ireland, Italy, Romania, Slovakia, Spain, and the United Kingdom. The project aimed to develop the entrepreneurship skills and competences of unemployed young people, who have an interest in creating their own social business and have an affinity for technology.

Within the 2015-2016 project activities, the young people had access to entrepreneurship training and learn how to manage a real business through an innovative business simulation game. At the same time, the young people worked in international teams that allow them to establish their first business network. Moreover, they gained information about how to approach business angels and how to pitch their business plans to potential investors.

The young people involved in the project were **young people** (18-30 years old) from the seven European countries mentioned above. Special consideration was given to young persons with **minority or migrant background**, as they are usually facing additional barriers in entering the labour market or the business environment.

The I SEE YOU project gives **open access to all the educational resources** developed within the project activities. Thus, all English speaking young people and all other stakeholders interested in social entrepreneurship for youth can access these resources on the project's website: www.iseeyou-network.eu.

"I SEE YOU" is financed by the European Commission within the Erasmus+ program, and it is run by organizations with extensive experience in entrepreneurship education and providing support for young entrepreneurs. The project is coordinated by FH Joanneum, from Graz, Austria, which brought together other six organizations: Universidad Nacional de Educación a Distancia (Spain), Programma Integra (Italy), Italian-Slovak Chamber of Commerce (Slovakia), WestBIC (Ireland), Totem Learning (UK), and Danis Foundation for Managerial Development (Romania).

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