



Better Incubation

Innovation Ecosystems for Social Change

Factsheet

Youth



— About Target Group

Characteristics

There is no agreed definition of 'youth'. For example, youth unemployment is usually measured amongst those who are 16-24 year olds whilst the EU (2009) defines young people as being 15-29 year olds. In Japan and Korea, 'youth' extends to the under 35 years olds. For the purposes of Better Incubation CoP we focused on 18-35.

Unique Barriers

- Lack of financial resources and expertise;
- Lack of networks to support entrepreneurial journey;
- Motivation, engagement issues and mistrusts in intermediaries;
- Lack of role models.

Statistics

- Youth have a high level of interest in self-employment but only 6.5% of working youth (20-29 years old) in the European Union (EU) were self-employed in 2018;
- In EU 4.7% of youth were nascent entrepreneurs relative to 4.0% of the overall adult population;
- new young entrepreneurs in the EU were optimistic about their job creation potential: 11.1%;
- half of new youth entrepreneurs reported that they introduced new products and services to their customers over the 2014-18 period;
- Youth face a number of key barriers to business creation and self-employment.

— Members of the cop

Role	Organisation	Country	Network
BSO	FUNDECY-PCTEX	Spain	EBN
BSO	Ruse Chamber of Commerce and Industry	Bulgaria	EBN
BSO	Impact Hub Kings Cross	UK	Impact Hub
BSO	Impact Hub Budapest	Hungary	Impact Hub
Expert	Caritas Slovakia	Slovakia	Caritas
Expert / Entrepreneur	Project ahead impresa sociale	Italy	-
Expert / Entrepreneur	INMI	Spain	-

— Pilot 1

BSO: EU|BIC Ruse Chamber of Commerce and Industry

“Be the change” - small-scale mentoring program for 5 young entrepreneurs age of 18 to 21. The program supported 2 business ideas and included series of mentoring sessions with an expert. There were also pitching sessions in front of panel of specialists and validation of competences with a certificate of graduation.

Value proposition canvas, Business Model Canvas, Social Business model canvas, Validation boards and others

→ *RCCL: Creating a culture of social innovation and entrepreneurship for youth in Bulgaria – EBN | Innovation network*

— Pilot 2

BSO: Impact Hub Kings Cross

Short summary of pilot: New Roots 3 supported underserved entrepreneurs from Black, Asian and minority ethnic backgrounds based within two boroughs local to IHKX; Camden and Islington.

The programme prioritised young entrepreneurs and piloted a number of new initiatives to support them, including:

→ *Participant stories*

— Pilot 3

BSO: Impact Hub Budapest

Short summary of pilot: Entrepreneurial training for young people coming from foster care. Activities included Training sessions, Mentoring sessions, presentation of the BMC, Financial support for the finalists.

Successful tools: Business Model Canvas, mentorship 1on1.

— Pilot 4

BSO: EU|BIC CEEI Extremadura - FUNDECYT

Pilot program with 5 entrepreneurs framed in the RAISE Youth Project activities, that included a sort of workshops to promote social entrepreneurship and the improvement of employability and entrepreneurship skills in youth, between 18-30 years old, mainly from rural areas.

Successful tools and program info → [link](#)

— Good case practices, tools and methodologies

- Recruitment and outreach partnerships with organisations working with disadvantaged youth;
- Mentor matching models to make sure that young entrepreneurs were able to build trust relationships with experienced mentors;
- Using the business model canvas as a tool;
- Reducing jargon and access to completion;
- Access to financial resources for testing business ideas .

— Learnings

- “Our methodology, terminology is too far away from young people. We have to change the tools to use less jargon”;
 - “Work with examples, make it very simple and approachable, the educational part is key”;
 - “English words can be an additional barrier. Language needs to be translated and simplified”;
 - “Sometimes mentors also need to be life coaches. A personal connection makes the difference”;
 - “Online programs can be barriers when translating to local languages. Skills over language”;
 - “It can be challenging to work with groups if they struggle with deficit of attention. Mentoring can be more valuable in that case”.
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— Key elements to consider when including this group

- Check with your group and evaluate they know;
- Tools like BMC should make things easier, not harder;
- Help them break down big dreams / ideas into smaller steps;
- Social impact experts sometimes lack business expertise. Make sure you have both;
- Work with positive feedback;
- Pay attention to soft skills development for early stage, young entrepreneurs;
- Enable them to involve others in their project / idea, opening up and sharing;
- Enable networking and peer support;
- Be aware of engagement challenges and bullying dynamics in group sessions;
- Communicate the value to increase engagement;
- Have a proper interview process for selection when working with vulnerable youth.



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