

ERASMUS+ YOUTH EXCHANGE

# MAKE IT RURAL

KAUNAS, LITHUANIA  
23 APRIL -1 MAY, 2019

PARTICIPATING COUNTRIES:

LITHUANIA MALTA AUSTRIA ITALY TURKEY PORTUGAL

# INSPIRATION

Marginalized youth living in European rural areas have a problem getting good jobs & continued education to get ahead in life and contribute to society. They're facing unemployment & they don't know how to get out of their situation. Starting a business in rural areas would be a great solution for them. This project aims to raise awareness about entrepreneurship in rural areas, provide youth with the skills on how to identify the business opportunities that exist in rural areas & develop new ideas.



# OBJECTIVES

- to introduce participants to the essentials of entrepreneurship in rural areas & how to share the knowledge with the other marginalized youth;
- to coach the youth on how to create sustainable businesses in rural areas, and the key skills needed for that;
- to generate new business ideas that will work well in rural areas of participating countries & show examples of successful businesses in rural areas to inspire them;
- to create businesses that include the unemployed/underprivileged communities living in rural areas, thus decreasing rural unemployment & building accountability for the community;
- to create a spill-over effect by inspiring other communities to contribute to the established businesses or to create new businesses in rural areas themselves.



MANY PATHS,  
ONE GOAL



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# PROJECT'S PARTICIPANTS

36 active people from 6 different countries came to the youth exchange which was held in Kaunas, Lithuania. During the youth exchange, youth have learned how to plan a business using proven methodologies and tools. They also learned how to come up with good ideas for businesses in rural areas, how to identify problems to solve and what is the best way to turn that solution into a self-sustaining business.

Youth exchange was intended for the marginalized youth from/familiar with rural areas that are unemployed (18-30 years old). Priority participants were the ones, who have not studied at university and / or have troubles finding a job, yet are interested in creating a business in a familiar rural area and creating jobs for their community. They had to be keen to learn about entrepreneurship in general, develop business ideas, develop personal skills required to be successful in business, be ready to put them into practice and be tolerant to other cultures as well as other's opinion. They also had to be motivated to share their knowledge and experience after the project with marginalized youth living in or being familiar with rural areas in their countries. 6 participants (including 1 team leader) were required.



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# ACTIVITIES

The activities for the actions were carefully planned together with young participants and target audiences. They were formed in such a way that participants would be involved as much as possible to the creation and implementation of them.

These included:

- World cafe discussion sessions: Benefits of entrepreneurship in rural areas, discussion about the potential of entrepreneurship in rural areas, ways to promote entrepreneurship in rural areas.
- Country workshops. Participants presented rural business examples that are unique in their country. This helped inspire & motivate the youth to be entrepreneurs in their rural areas.
- Visiting a business in rural area – participants visited local entrepreneur in rural area.
- “Red paper clip” challenge: making exchanges of things with random people in Kaunas city. This improved their teamwork, negotiation, initiative & other key skills needed for entrepreneurship in rural areas.
- Myths about entrepreneurs: getting to know what myths and stereotypes exist about rural entrepreneurs and breaking them with true facts.
- Waste gold: creating & crystalizing ideas for new rural enterprises in teams
- Creative Marketing Strategies for Rural Businesses / Visiting Farmers’ Market
- Effective Communication Session: how to send your message clearly to others?



# NAME GAME

## Mix & Meet

- Get each person to grab some M&M's. Tell them not to eat them.
- Assign a different meaning to each colour:
- Blue = family
- Green = school
- Yellow = friends
- Red = hobbies
- Brown = music/movies
- However many M&Ms they have in their hands, that is how many facts they have to tell. For example, if they have three blue, they would have to say three facts about their family.
- This game can also be played with toilet paper. They rip off how much they would normally 'use', and then they have to say a fact about them per sheet of toilet paper they have.
- Materials Needed
- M&M chocolates

# TEAMBUILDING ACTIVITY: MARSHMALLOW CHALLENGE

## DESCRIPTION:

*In the beginning of this activity, organise the participants into groups of 3-4 people each and distribute equal number of marshmallow and dried spaghetti sticks to every group.*

## GIVE THE FOLLOWING INSTRUCTIONS TO THE GROUPS:

In 10 minutes all groups have to build the tower from the provided materials. The purpose is to build the construction as high as possible. They can build it in any kind of form using different strategies (they may also break the pieces of spaghetti and marshmallow).

The winning team is the one with the highest tower which stands stable on the floor/table. The winning team should be announced but no competition should be enforced after the challenge. Its aim is to enhance the teamwork skills of the participants by distributing different roles during the workshop. After this activity, the participants are asked to reflect their observations of how the game was, who was the leader, who was the person with technical/professional support and what other roles they observed during the game, what strategies they had and did they change in the process of "building" and how they could improve their communication in the future.

## CONCLUSION:

*In order to reach the final goal, you should clearly imagine it and have a team willing to achieve it no matter any challenge. Please, listen carefully to the participants during the game and during the reflection and make a brief conclusion after everyone has shared his/her opinion.*

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## INTRODUCTION TO THE TOPIC

Both vision and mission statements are complementary to each other and together they serve as a summary to any organisation or project. They both have different purposes, since mission describes the current situation of an organisation and what it is doing now, when vision gives a fictional idea of where it wants to reach (how it would like people to perceive it). Furthermore, we will look precisely on the purpose of each business and try to define the vision and mission statements to the business projects of the participants.

### ***What is a vision?***

Any kind of activity has its purpose. If you think about a business idea, your final aim should not be only the profit. If you think only about the monetary outcome, your business and its products will not have any value to your existing and potential customers which will lead to price decrease in the long term. In the last decades it becomes more and more popular when companies embrace and existing social cause and try to benefit to its solving. When thinking about the vision of a single business, you should bear in mind what will be 20-30 years in the future and to look for a sustainable problem that will exist then. Try to make a positive connection between your business activity and the ways you will try to tackle it.

#### **Here are some examples of good vision statements:**

- We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth... (WWF);
- A just world without poverty (Oxfam);
- *“Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people.”* (Toyota)
- *“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online”*(Amazon Inc.)

Vision answers the questions of where you want to be and what is your final goal? It should be long-term oriented. Once you achieved your vision, it means there is no reason to your company to exist further. Therefore, you need to clearly define it once with and do not make any significant changes after that.

To make your vision statement effective, try to: describe clear and bright future; achievable goals; make it memorable for the wide audience; include the values and culture of your business

### ***What is the mission?***

While vision is the final point you are going to be in future, mission statement describes the way you are going to reach your vision. In other words, mission answers the questions: What do you do today? Who is your target audience? What type and who will receive the benefits? Why do you do that?

#### **Examples of good mission statements:**

- *“Our mission is to organise the world's information and make it universally accessible and useful”* (Google);



- *“We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience” (Amazon Inc.);*
- *“To provide the fast food customer food prepared in the same high- quality manner that is tasty, reasonably priced & delivered consistently in a low-key décor and friendly atmosphere” (McDonalds).*

To define a good mission statement, describe the purpose of your company clearly - what kind of business you are doing; which kind of products or services you offer to the market and who is your target customer).

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### **WORK IN GROUPS**

To run this part of the workshop, organise the participants in the previously formed groups to stay together but closer to each other. Then explain them the tasks:

In first 10 min each single participant should think of and write down the vision and mission of his/her own project;

let all group members to share their drafts to their peers and discuss with each other. Encourage the participants to make comments and recommendations to each other in the groups.

### **PRESENTATION AND DISCUSSIONS**

After the group work, organise an open space for everybody to present their visions and missions to the whole group and get a peer feedback. It will take approximately 20 min. According to the number of the participants, the moderator should divide the time for each person so everyone could present his/her drafts and receive the comments.

**Conclusion:** Each business starts not from business planning and financial calculation, but from an idea – the business philosophy. The core of the business philosophy is its vision and mission which must be clearly defined at the very beginning. Why is it important? Here are some reasons for that:

- You will have clear understanding about your ultimate goal and you will know how to achieve it;
- Having your vision and mission you could briefly explain others about your idea and business project;
- These statements will be the guidelines for you, your customers, employers and partners so you will always have the same feeling and perception of it;

- Your investors will be clear with your impact, as long as it is a matter of “impact investing”;
- While communicating your vision to the wide community, you will get more reliability of your clients and third parties.

Vision and mission are complementary to each other and cannot exist one without another. It is the same with ships: its mission is being a good mean for water transport, but it’s worth nothing if the captain does not know the destination and the way how to reach it. In this sense, the vision for the businessman is like the Polar Star for the ship.



# STRANDED ON A ISLAND

**Learning objectives:** How to work as a team; Develop their creativity; Enhance cooperation among participants

**Duration:** 60 min

**Materials:** Paper with instructions, envelopes, papers, pen

**Activity Room:** Chairs in a circle and then small circles

**Description:** A teambuilding activity that asks people to identify what object they would bring if they were to be stranded on a deserted island. Each person discusses why they brought the object. Within groups, people decide how to improve their chances of survival by combining various objects. Stranded on a Island is a useful team building activity to help people get to know each other better. Form groups of about five to ten people and give the following instructions:

*“Unfortunately, you will be relocated and stranded on a deserted island for an indefinite amount of time. You may only bring one item to the island, and you only have a few minutes notice. What will you bring? Share with your group your object, why you chose it, and what you plan to do with it.”* Have each person briefly share their item, why it is important to them, and what they plan to do with it. After everyone has shared, instruct the groups to figure out how they can improve their chances of survival by combining the items of all the groups in creative ways. Allow ten to fifteen minutes of brainstorming time, and then have each group present their ideas. Extra: ask each team to have a name and a dedicated song. Ask the participants to create altogether the rules of the group and what is happening if people don't respect them.

**Debriefing:**

- How you have decided for the items?
- How could we work as a group during these weeks?
- What do we need to be as efficient as possible?
- What were the difficulties?
- How did you solve them?
- Who felt nobody was listening to them?
- Why? Who was the leader?



- Does everyone agree?
- Where they chosen or self proclaimed?
- Was the leader the loudest?
- Did the leaders empower the people with solutions?

Ask the participants to tell you in a circle a word that describes what is the most important for them to happen this week in the sailors team.



# BUSINESS CAFÉ

**Overview:** The activity is designed to stimulate brainstorming / creative thinking

**Group size:** Up to 30 participants

**Time:** 3 hours

**Objectives:** To generate ideas out of discussions

**Materials:** Tables and chairs; Flipchart papers or paper table cloth/old wallpapers  
Markers; Snacks; Print out Questions for the hosts; Print out Business Model Canvas (potentially); Projector (if possible); Computers for each table (if possible)

**Preparation:** Set up a number of café-style tables with paper tablecloths to record ideas that the conversation generates. Prepare some snacks for each table; offer drinks so that participants feel welcome (optional).

## **Instruction:**

Start by asking the participants to individually reflect upon ideas of sustainable entrepreneurship. Write on a flipchart the first six ideas generated. These are the business ideas that will be discussed in the Business Café.

Assign one table for each business idea. The “owner” of the business idea will act as host and will not change the table. Divide the rest of the participants in groups of four. You will now have six groups. Assign each group one table and give them 10 minutes to discuss upon the business idea. When the time is up, the host will remain at its table, but the group will move to another table. This is repeated twice. Give 10 minutes per round.

Give the groups a number of questions that can guide their discussions:

- What is good about the idea?
- How could it be changed to improve it?
- How could it be implemented?
- How could it be done more successful?
- Are there any challenges that you can already foresee in implementing it?

Instruct the host to write down the inputs from the groups visiting. Make the host aware that after three visits, they will present in plenary the inputs they have received. After each group has visited three tables, the hosts will present the inputs gathered, question by question. Each host will have just two minutes for their presentation. After

the six presentations from the hosts, ask the participants to choose the business idea that they like the most. The participants will return to the table idea and continue to work on its developed together with the host. Give each table 45 minutes to further develop the business idea with the use of the Business Model Canvas (BMC).

When the time is up, ask representatives of each group to come up and present their Business Model Canvas. Give each group 5 minutes.

**Tips for facilitators:** It is encouraged that the groups are making the BMC on a computer and then project it during their presentation. Otherwise, use the give BMC print-out and have them draw it on a flipchart.

**Debriefing:** In plenary, the hosts will present what came out of the discussions and the whole group can discuss the points they consider most important.

- What ideas are worth following up?
- What needs to be done next?
- How to choose between the different ideas?



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# BUSINESS MODEL CANVAS

**Learning objectives:** to create a business model canvas.

**Duration:** 150 min

**Materials:** the business model canvas handout, sticky notes, pens, markers

**Activity Room:** working stations

**Description:** I encourage you to use Alex Osterwalder's Business Model Canvas,\* a chart with nine blocks representing the fundamental aspects of a business. In his book you can find many instructions and you can download the canvas from his website. A business model describes how an organisation creates, delivers and captures value. In other words, it shows the major components of a business or project, how they interact to deliver good things to clients, and how it makes money in the end. A business model is not like a business plan.

A business plan may be sixty pages or more, filled with assumptions about every aspect of your future business: marketing, sales, production, human resources, organisation. The problem with business plans is that they're often static and unvalidated, which means they can be completely wrong. This happens because it's extremely hard to predict what will happen when you actually launch your business. The participants should complete each of the blocks in this order:

- 1. Customer Segments** – This block defines the different groups of people or organizations an enterprise aims to reach and serve
- 2. Value Proposition** – This block describes the bundle of products and services that create value for a specific customer segment
- 3. Channels** describes how a company communicates with and reaches its Customer segments to deliver a value proposition
- 4. Customer Relationships** – this refer to the types of relationships a company establish with specific Customer segments. I can give you as examples: personal assistance, self-service, automated services, communities or co-creation
- 5. Revenue Streams** – this block represents the cash a company generates from each customer segment. Either asset sale, usage fee, subscription fees, lending/renting, leasing, licensing
- 6. Key Resources** – the most important assets required to make a business model work. Think at physical, intellectual, human, financial,
- 7. Key Activities** – in this block the participants should describes the most important things a company must do to make the business model work.

**8. Key Partnerships** is about the network of suppliers and partners that make the business model work

**9. Cost Structure** it is self-explanatory – all costs incurred to operate a business model.



# BUSINESS MODELING

## INTRODUCTION (5 min)

When you already know your customer, your idea and if you have already clear vision and mission, you may draw a picture of how your business will look like. For this reason, we suggest you a useful tool – Business Model Canvas – widely used tool for beginners as well as for experienced players in business and management. The main purpose of business model is a tool that describes organizational components and activities that create and capture value. The value proposition and the customers are at stake of this model. That is why we have already clarified both in previous chapter.

During this workshop we will go briefly through the Business Model Canvas which is described more detailly in a book “Business Model Generation” by Alexander Osterwalder & Yves Pigneur on which this workshop is based.

## MAIN ACTIVITY (80 min)

The purpose: To give participants a tool for designing the process and resources needed for creation value to the customer.

*Depends on attendants, the instructor may divide the whole audience in small groups of 4 people in each or distribute the templates for each participant for individual work. We recommend working in groups or at least in pairs, since brainstorming on some idea is more effective and resultative in bigger groups.*

***When groups are organized, share the materials among groups and continue with rules (5 min):***

This template is consisted of nine main parts, which need to be filled. Business Model Canvas requires a specific order in filling each block. So, your tasks is to follow the right order and brainstorm on the each block’s questions and generate lots of ideas-answers. Each of them write on separate sticky note and put in right segment:

- In a Customer Segments indicate your aimed customer –groups of people or organizations you want to reach and serve (5 min);
- In a Value Proposition block indicate the specific value that your products or services create to your customer (5 min);
- In Channels list different ways how your company will communicate to customer, raise awareness about your products and services (5 min);

- In Customer Relationships block point out different types of relationships you would like to establish with your customer or your clients expects you to establish. (5 min);
- In Revenue Streams list the ways you will generate profit/cash for your business (for what and how your customer will pay). (5 min);
- In Key Resources list all the necessary resources (human, material, non-material) you need to make a business model work (5 min);
- In Key Activities list the most important things your company must take to create a value (what are you going to do in your business) (5 min);
- In Key Partners mention the main partners, suppliers without whom your business model will not work, and which key activities do they perform (5 min);
- In Cost Structure describe all your kinds of expenses in your business, which key resources and activities are most expensive (5 min).

*After filling the Canvas, put all filled models on the walls in room. In following 25 minutes organize an elevator pitch, where each team should present their business model in 3 minutes staying next to their model and get the feedback from other groups.*

### **CONCLUSION** (5 min)

Business model Canvas is a tool that helps you to clarify all the main factors and processes in starting and functioning of your business. Doing this activity with all team members is of high importance for successful start and achieving positive results.



# WASTE GOLD

**Overview:** An exercise to encourage a creative reflection upon how to use some waste products as input for new businesses.

**Age group:** 15 years and up

**Group size:** Up to 30 people

**Time:** 5 min - Introduction and group division; 25 min – brainstorm; 1 hour – business model; 15 - 30 min – pitching; 15 – 30 min - debriefing

**Objectives:** To make the participants reflect upon the endless numbers of potential business models that is in the waist. To enhance innovation and creativity among the participants. To give inspiration to new businesses that uses waste products

**Materials:** Pens and prints of printouts

**Optional:** Flipchart and markers or computer and projector for the pitching

**Preparation:** Make sure to read all the exercise and adjust it to your group if necessary.

**Instructions:** The participants are divided into groups of 2-4 people. Each group randomly chooses a card. The card describes one waste product from an industry.

## BRAINSTORM PHASE

Ask the participants to brainstorm on how the waste product can be used as a resource/input for a business. Make sure that the participants understand that it can as well be in own sector (reuse) but also as an input for something totally different. Make it very clear to the participants that there are no bad business ideas. Some of the most profitable businesses was ones considered as stupid or utopic ideas. The idea with the brainstorm is to generate as many ideas as possible. Depending on the profile of participants you can consider making it as a competition and give a small prize to the group that generate the most ideas. Each group is shortly presenting their different ideas in plenary.

## BUSINESS MODEL PHASE

Ask the groups to choose one subject. If you feel that they have difficulties choosing one you can give them a time limit or split the group into two. It is important that the participants are not using too much time to decide upon an idea. Give the participants the printout and ask them to use it to descript their business idea.

## PITCHING PHASE

Ask the groups to pitch their ideas. Give them no more than 3-5 minutes per group plus questions. Be aware not to judge the idea, ask questions but be aware that if you knew what were good and bad ideas, you would today be very rich.

**Debriefing:** Conduct a debrief in plenary. You can ask:

- Would you like to do the business in reality?
- What keeps you from doing it?
- Why did nobody do it before?
- What help/support would you like to have?

**Follow-up suggestions:** The duration can easily be increased with as much time as needed and the demand to the degree of details and quality of presentation increased. The exercise can be extended with a research phase where you are asking the participants to do a research on what waste product local businesses has and use that as examples.

**Further information:** You can add further examples such as: clothing, office decoration, furniture, packing storage and luggage, shopping bags, etc.

**Print-outs:** The cards given in the next page.

## CARDS

### BigBags

In construction sector eg. Sand or stones are sold in big bags. After using, companies are throwing them out.

The bags are very strong and water resistant. One big construction company will be able to supply you with 20-50

bags per week.

Do you see a business potential?



### Coffee grounds

Every day the cafés in the center is throwing out kilos of coffee ground.

Could we use it for something?



### Old tires

The auto mechanic workshops are especially in the spring and in the winter changing a lot of tires. The tires might be

too old and not safe to reuse on another car.

How can this become input in a business?



### Pallets

Some pallets can be recycled (Europallets), whereas others are one time use only. Companies are not recycling those, and the wood is just send to garbage.

Do you see other options?



### Bedding

Hospitals are allowed to wash the bedding 200 times, after that it may not be used at the hospital anymore.

Could you use it?



### Bottle caps and corks

Bars, hotels and restaurants are weekly opening a lot of bottles. Recycling systems for bottles might be in place but the bottle caps and corks are just ending in the bin.

Let's find a way to give them new life.



# MYTHS ABOUT ENTREPRENEURS

**Learning objectives:** To familiarize the participants with the entrepreneurs career path, to give them the space to reflect regarding the entrepreneurship ecosystem and the profile of an entrepreneur

**Duration:** 90 min

**Materials:** List of 8 myths about entrepreneurs

**Activity Room:** A big circle of chairs and 2 chairs inside the circle

**Description:** To understand how entrepreneurs think, the participants first need to drop a few myths or stereotypes built around them. Given the media's ongoing love affair with entrepreneurs, it shouldn't surprise you that these myths have grown up around them and influence the decisions of the young people. For this activity, I suggest you to use the fish battle methodology. If you are already familiar with the fishbowl activity, think that, Instead of the typical 3-6 seats in the middle for the talking participants, I propose a 1-on-1 debating the pros and cons of the given subject. Participants outside the dueling group tend to take one side and when they want to enter the battle they gently tap the shoulder of the duellist – civilised fishes we are!

**How does it work:** You create 2 teams: the YES team and the NO team. 2 people will enter in the fish battle: 1 from the Yes team and 1 from the NO team. As facilitator of the battle, you will read the myths one at a time. The participant from the YES team will have to bring arguments why the myths are true and the participants from the NO team will have to say why the myths are false. I recommend 2 minutes for the initial arguments of each side and then 1 minute for final remarks. Afterwards you move on with the next myth with new participants in the fishbowl. This is a great opportunity for the participants to practice active listening, to think from different perspectives and to bring logical and emotional arguments to the other team.

## The list of 8 myths about entrepreneurs.

Myth 1: Entrepreneurs are high risk takers

Myth 2: Entrepreneurs are born

Myth 3: Entrepreneurs are mainly motivated to get rich

Myth 4: Entrepreneurs give little attention to their personal life

Myth 5: If my product or service is good, I'll be successful.

Myth 6: Entrepreneurship will give me back complete control over my schedule.

Myth 7: Early on, I need to do it all myself.

Myth 8: The more clients, the better.

**Debriefing:** I share with you my top 3 questions to be used in the debriefing:

- What have we discovered today about entrepreneurs?
- How the myths around entrepreneurs can influence the young people?
- How can we contribute to share the reality of entrepreneurs with the young people?



# DRIVE YOUR GROWTH USING A 7-STEP MARKETING STRATEGY FRAMEWORK



## Do you have a marketing strategy?

Surprisingly, many fast-growing companies don't have a marketing strategy. Their marketing takes a shot-gun approach, which means doing a variety of things and crossing their fingers that some of their efforts are rewarded.

## Unfortunately, this marketing approach often fails.

Without a well-articulated roadmap for success, their marketing wastes time and money and doesn't generate expected results.

When this happens, companies are disappointed and lose their appetite for marketing — another big mistake!

The good news is creating a marketing strategy is a straightforward exercise. An investment in time and effort will create well-defined marketing strategy to drive growth and rally the troops.

A marketing strategy gives fast-growing companies a document that lets them, structure and plan their marketing. As important, it establishes priorities and internal alignment.

**Here is a seven-step process to create a marketing strategy:**

### **Goals**

Clearly identify what you want to achieve, how and when. How much of a commitment will it take in time, money and people?

Your goals can be basic: higher sales. But they can be more granular: media coverage, conference invitations, marketing qualified leads, sales qualified leads, etc. Well-defined goals create targets so marketing can be tracked, measured and improved.

### **Target Audiences**

Focus on who matters to you. Who's your ideal or core customer? What are their needs and interests? Why would they buy from you?

### ***THAT'S STEP ONE.***

Then, create buyer personas to identify different types of customers. Within a target audience of 25-to-35 women, for example, there are consumers with different needs and interests: single women living in a large city, married women, and women with children. They're interested in the same product but embrace it for different reasons.

### **Tools**

To help with the creation of buyer personas, check out tools such as HubSpot's [MakeMyPersona](#), and [Personapp](#).

### **Competitive Analysis**

Do a situational analysis to evaluate your marketing and how it is performing. Look for ways to optimize or change approaches, channels, campaigns, and activities.

Explore the competitive landscape. Who keeps you awake at night? What companies have no profile but interesting products? Who gets talked about on social media and covered by the media? A competitive analysis identifies challenges and threats before they become problems.

### **What's your story?**

Good storytelling are compelling. They engage, inspire, motivate and break through the noise. Create strategic messaging: value propositions, boilerplates, positioning statements, elevator pitches, vision and missions statements to tell and share your story.



Good stories establish a rock-solid foundation for a company's marketing and sales efforts. It delivers clarity and consistency so employees, partners, investors and key stakeholders speak from the same page. A good story makes it easier to connect with target audiences and eliminates confusion about what you do, who you service and why it matters.

### **Tools**

To develop value propositions, Strategyzer's [Value Proposition Canvas](#) is a user-friendly tool.

### **Channels**

Discover and focus on the most effective channels to engage, educate, entertain and nurture customers. I'm a big believer in a "less is more" approach.

Marketing success happens when a fast-growing company focuses on a few channels or activities rather than spreading themselves too thin.

To facilitate this approach, I use a "list, rank and prioritize" framework. It begins by listing all relevant marketing activities or channels to reach your target audiences.

Then, rank everything based on cost, effort, and expected success. Then, divide the list into three buckets: now (things will quickly move the needle), soon (three to six months out) and later (six to 12 months).

### **Tools**

To determine the best channels, I developed a tool called the ["Next Step Framework"](#) to guide you through the process.

### **Tactics**

Develop a tactical implementation plan to guide who does what, when and how, as well as tools, processes, and best practices.

Create an editorial calendar to structure marketing activities — social media, content marketing, advertising, conferences, etc. As important, develop a budget to establish how much money will be spent on different channels.

### **Measure/Optimize**

Measure how marketing is performing against well-defined KPIs and benchmarks. Then, explore ways to optimize to improve results and performance. If a particular channel or activity isn't working, tweak or change what you're doing, or reach into the "Soon" bucket to take a different approach.

If a particular channel or activity isn't working, tweak or change what you're doing, or reach into the "Soon" bucket to take a different approach.



## Tools

To determine how well your marketing is working, use a tool such as [Qoints](#), which compares your digital activation campaigns against competitors.

These seven steps will deliver a marketing strategy that will provide your marketing with structure and focus. It allows everyone involved to know where you want to go and the most important elements.

That said, your strategic needs evolve and adapt as your product changes, customers ask for different things and new competitors emerge.



# CREATIVE PITCH SPEECH

**Overview:** This exercise is a loose, creative and fun way to practice pitching

**Age group:** 15 -

**Group size:** From 10 and above

**Time:** 30 - minutes

**Objectives:** To trigger creativity, time management

**Materials:** Flipchart, blackboard or a projector

**Preparation:** Divide the participants into groups and make them sit together in their groups

## **Instructions:**

Make the participants shout out words. It can be anything from colours, food, animals, verbs, nouns, adjectives. Everything counts! Do not give further instructions at this point.

Write the words down on a flipchart or in a word document projected so the participants can see them. When there are enough words (at least 30, but it depends on the size of the group) divide the participants in groups of 3-5. Ask each of the group to choose two words from the board, without explaining them why. Let group number one chose two words, group two does the same, groups three and so on. The game will be played in several rounds depending on the time availability. Therefore, make sure to erase the words chosen by the groups so that they are not repeated in another round. At the same time, make sure that the groups do not choose the same words.

When all groups have chosen two words, tell them they have 3 minutes to prepare a maximum one-minute pitch on why the combination of their two words are the best thing in the world and why the rest cannot live without it. There are no rules other than the timeframe – encourage the participants to be creative.

Play the game more than just one time.

**Tip for facilitators:** This exercise is a great warm up for the participants. Follow-up the game with an exercise on starting a green business. For example, you can follow up with any of the exercises in section “Methods on Sustainable Entrepreneurship”.

## **Debriefing:**

- How was it?
- Was it difficult to combine the words?

- Were you pressured because of the time?
- Could you have been more creative in your presentations?
- Were you careful when choosing words in the second and third round, now that you knew the rules? Or did you go for the challenge?



# ENTREPRENEURS PITCH SPEECH

**Group size:** 2 participants for each speech (alternated)

**Time:** 60 - 90 minutes

**Objectives:** Stimulate creativity and entrepreneurial mindset, effective communication, time management

**Materials:** None

**Preparation:** Explanation of the pitch speech

## Instructions:

Explain what a “pitch” speech (elevator speech) is and why is it important. An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization. It’s typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

(The idea behind having an elevator speech is that you are prepared to share this information with anyone, at anytime, even in an elevator.) At a career fair, you can use your speech to introduce yourself to employers. It is important to have your speech memorized and practiced.

An idea could be to show them the five minute video with Simon Sinek?  
<https://www.youtube.com/watch?v=IPYeClXpxw>

Tips on how make a good pitch speech:

<https://www.entrepreneur.com/article/251311>

Give participants a handout of criteria they could take into consideration when preparing/making a pitch speech.

If you use these method as a follow up on the method above, asks the groups to prepare their pitching speeches based on their Business Model Canvas. If the groups do not have a business model Canvas, proceed ask the groups to imagine themselves as sustainable entrepreneurs in a sector they are interested in. Give them 30 minutes to define a sustainable business idea. When the time is up, give the groups 15 minutes to prepare their pitching speeches.

Have each group to present their speeches and audience to ask questions.

## Debriefing:

Ask participants:

- Whether the exercise was easy or difficult. Why?
- What do they think about the activity?
- How they felt during the practice?
- Were they satisfied with their speeches? Why / Why not?

**Follow-up suggestions:** Show/Suggest the participants to see examples of several successful entrepreneurs' pitch videos.



# YOUTHPASS RECOGNITION

Youthpass is a tool for non-formal & informal learning in youth projects. It is available for projects funded by Erasmus+: Youth in Action (2014-2020) programme. It is a part of the European Commission's strategy to foster the recognition of non-formal learning, putting policy into practice and practice into policy. With Youthpass, participants of Erasmus+ projects can describe what they have done and show what they have learnt. This is a must in each youth exchange made; thus, we recommend to include it to your project too.

Read more about experiences made with Youthpass – <https://www.youthpass.eu>

## PROJECT'S SUCCESS

Project "Make it Rural" proved to be a success. This mobility promoted a new attitude towards entrepreneurship in rural areas. The participants learned how to generate ideas effectively in teams, polish them and then turn them into practice. They also got the needed knowledge on how to write a business plan and improve their understanding of the key business parts, including vision and mission, company values, long-term strategy, marketing, sales, public relations, budget and financing. They also understood how businesses in rural areas can be used as a vehicle to reduce youth unemployment and be an inspiration to other youth.

Parallel to that, skills such as cultural awareness were acquired as people from diverse backgrounds were learning and mingling together. All the participants have learned how to discuss with others, express their opinion and views to a large audience, present credible arguments, as well as get more self-esteem. Of course, as participants have learned about the reasons behind youth unemployment and the skills that are required to reduce it – they became more socially aware themselves. Finally, they have also learned how to effectively use YouthPass, set objectives, assess personal knowledge and make reflections.



## **OTHER METHODS USED DURING THE MOBILITY:**

[Treasure hunt](#)

[My frustrations!](#)

[Mission impossible](#)

[Youth entrepreneurship](#)

[Creating a news report](#)

[Business owners, mafia and police](#)

[Personal development](#)

[Project's schedule](#)

[Project's info pack](#)

