

EXPLORE YOUR CHANCES



Tips and dangers in business

Nowadays there are lots of people who want to establish their own business and be independent. That's a long and complex process that requires a lot of research and of course knowledge.

There are lots of things that we have to take into consideration like target groups and make a proper research about this. For instance what market are you trying to reach, the age of the consumers, their financial possibilities, the labor market and what plus can we bring compared to other companies.

WARNING: COMPANY DANGERS AHEAD!



Another factor that should be discussed is the support received from the state or other private organizations. This depends on the country and also the type of business we are trying to set. In order to motivate young people to become entrepreneurs some governments offer grants. You can find more information about accessing these grants on specific web pages. We recommend you to check the program Erasmus for young entrepreneurs under the Erasmus+. In order to be eligible you need to come with a short business plan and some of your costs will be covered. In order to be sponsored you also have to think in what direction you want to set your start up. Another possibility would be to take a loan from the bank or invest your own savings.

We need to make a detailed research in order to see if there is a need for the respective product or service on the market. It depends on the country, the size, the city, the mentality of the citizens and their financial possibilities and needs. For example it is not profitable to

open a luxury jewelry shop in a small village with poor inhabitants. But you can think about opening a food shop or try to sell specialized equipment that help peasants cultivating their



fields.

You can think of establishing a business by yourself or with a partner. There are pros and cons in each case. Being the only manager or the owner of a business means that you are the only responsible person for anything related to your business. You are not risking to be misunderstood, misjudged and you don't owe explanations to anyone. There is no shared profit or shared responsibility. On the other hand you don't have a person to rely on, to ask for an advice, to share your work, to brainstorm with or to turn to good account on your ideas.

Another important aspect we should take into account is the power the advertising and how this influences the visibility of your projects. Nowadays there are a lot of different ways to do a good marketing campaign. You can do it by yourself or use special service. These days the internet gives you a lot of cheap and effective alternatives directed to different categories.

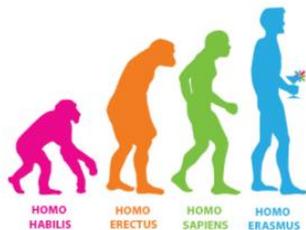


Despite of all logistic aspects of the problem we should keep in mind that our personal qualities are very important. Setting up a business implies high levels of

stress, deadlines, many hours of work, flexibility, anticipation of the market needs,

creativity and not giving in hard situations.

EU opportunities for youth to get work or other experience



(ex)change your life!

There are a lot of opportunities for young people who want to be active citizens who want to develop their personal skills and qualities. One of these is Erasmus+, which is an umbrella term for a lot of different projects that enable people to become more tolerant, open minded and to get out of their comfort zone through non formal education, interactive methods and practices that encourage team work and increase your level of creativity and engagement. Some of these programs are Erasmus exchanges, European Voluntary Service, Job Shadowing, Staff Mobility, etc. There is available information on the web page of European Commission about how to access each of these programs. It is a very good way for young people, who are up to 30 years old to familiarize themselves to international



environment and this is something that can prepare you for your future professional life. For instance being an Erasmus student gives you the chance to compare two different educational systems, your level of knowledge, your ability to be tolerant, open minded, competitive and it will influence your personal development. It will enable you solve certain problems and build more critical thinking, stimulate curiosity.

On the other hand the volunteering helps you gain experience, in some countries it is a condition for you to get a job. It says a lot of things about yourself – your willingness to help, to dedicate some of your time to the development of the community. That you are ready to face challenges, cope with different stressful situations and respect deadlines.

All these programs help you get out of your comfort zone, break stereotypes, identify yourself as a European citizen, not necessarily as a citizen of your own country.

Another aspect of moving abroad is the language barrier. While some people choose to move in a country whose language they are familiar with, for other people is even more challenging because besides the cultural shock they have to deal with difficulties of learning new language. For example if you need medical assistance and you are not able to explain your condition you might face serious problems. Therefore Erasmus+ provides you with the opportunity of having free language support. Beside of developing your language and communication skills you also gain some soft skills.

All these programs have long term effects. One the participant returns to his or her home place, becomes much more motivated, responsible, reliable and ready to implement some of the knowledge gained during the respective stage. This might mean more active participation in the community, in the decision - making process, having more initiatives and motivating other youngsters to be active actors of the social life. The conclusion is that is up to all of us to change the society we live in without doubting our abilities.

Vocation, Education and Training (VET)



The vocational education training aims to provide people with information, knowledge and specific “now how” that are required for particular job positions. The V.E.T provider of this training might be an organization that is set up specifically for this purpose or individuals whose job is to provide training. It covers a lot of industries and areas like retail, sales, technology and tourism.

It doesn't apply in the fields of medicine and law, but more likely in areas of plumbing or different types of services. The first to get benefit of this training are the students. Some vocational trainings have to be found in the form of special high school programs that include both theory as well as variety of courses that aim to introduce students to a specific field such as construction or health services or even arts and designs. These courses could be part time or in a school day

and their goal is to give student an insight on a practical job field and even support them to do their high school education. The purpose of 2020 is that 75 % of the population should be employed and this is called “Agenda for new skills and jobs”.

The program improves education quality of teachers, trainers and other professionals. It also makes the courses more relevant to the existing labor market. This is possible through an action that is designed to sustain European cooperation in a specific economic sector improving the quality of the national systems via specific framework called the European quality assurance framework for vocational education and training. Another section is called “Youth on the Move” and it aims to help young people to gain fresh knowledge, skills and help them find their first job.

Lifelong Learning Program (L.L.P)

The L.L.P is a program for education and training. It is a tool financed by the European Commission and it has six branches: Comenius program for pre-primary and upper-secondary school, Erasmus program exchange that focuses on the exchanges and relations between different universities in different countries. Leonardo Da Vinci that continues the V.E.T. program, the Grundtvig program that supports adult education. The Transversal program which is covering four different sections of education and training, Jean Monnet Program in favor of European Integration.

The program aims to support the lifelong learning, encourage cooperation between universities in different countries, to develop European Union's states educational systems and trainings. The program should create

connections between people and cultures as far as education and coaching practices are concerned.

To put it in a nutshell there are lots of European opportunities that we can take advantage of. In order to facilitate the exchange of information, knowledge and skills, share experience and building bridges between



different cultures, to have long term outcomes