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BROCHURE FOR STUDENTS TO DEVELOP THEIR OWN BUSINESS

"ENTERpreneurs in EUROPE" PROJECT

01.11.2022 – 01.11.2023

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This guide is aimed at teenagers, pre-university teachers, school counsellors, parents and other organisations.

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THE GOAL OF THE PROJECT

The goal of the project is to introduce young people standing on the threshold of adult life with all possible spheres of decision-making affecting on their lives through policies such as making decision and entrepreneurial skills. The question of taking the first job by young people after finishing the education has become one of the most important elements of the educational system in entire Europe and even the world.

MAIN PROJECT OBJECTIVES

European educational systems are facing a common issue: the persistent high rate of youngsters leaving school before having achieved a certification that helps them to be competitive on the labor market. The main objectives of the project are creating a synergy between schools and the world of work and involving the labour market in supporting students' motivation to stay at school and fostering their entrepreneurial spirit.

- ❖ Creating a synergy between schools and the world of work**
- ❖ Involving the labour market in supporting students' motivation to stay at school and fostering their entrepreneurial spirit**

SPECIFIC PROJECT OBJECTIVES

■ Learning from each other's experience and engaging in a real dialogue with employers by developing the model in close collaboration with local enterprises

■ Study and job orientation counseling provided by teachers can play an important role in motivating students to complete their education

■ Dispelling participants' doubts and deepening their knowledge in direct contact with entrepreneurs and their potential employers

■ Activation of young people who are from rural areas and who are from different ethnic minorities

Project beneficiaries design their ideas for immediate change in their environment, and decide, using acquired knowledge, where to present the idea for the indicated change.

MAIN PROJECT ACTIVITIES

Through the project activities we want to give:

- a good example of a fruitful cooperation between schools and business;

- development of a model that will improve significantly the quality of work experience for both the VET students and enterprises in local partner countries.

1. Administrative meeting and exchange of experience

20.11.2022 -23.11.2022 - Pg Po Ss "Han Asparuh", Isperih

Bulgarian organisation hosted the planned organisational meeting of the project and created a Facebook page in which we share works, photos and videos created by Romanian, Turkish and Bulgarian participants in all project events - staff training and joint exchange of young people, representing, in a positive way, partner countries and cultures.

2. Short term joint staff training

05.03.2023-09.03.2023 - Adnan Menderes Anadolu Lisesi, Izmir

The initial training of team members and associates of the organizations was organized by the Turkish partner.

3. Blended mobility for students and staff

04.06.2023 – 10.06.2023, Liceul Tehnologic „Marcel Guguianu”, Zorleni

Romanian partners organized the joint virtual and physical exchange of students.

THE ACTIVITY IN NOVEMBER 2022

Between 20 -23.11.2022, the first partners' meeting - an administrative meeting and exchange of experience - took place in Isprih, Bulgaria. The host was the project coordinator - PG po SS "Han Asparuh". 3 teachers from Liceul Tehnologic "Marcel Guguianu" Zorleni and 3 from the Turkish partner - Adnan Menderes Anadolu Lisesi, from Izmir, participated.

The initial organisational meeting of the project helped to achieve the objectives of the project in a direct way, as during it, representatives of the three organizations discussed all the issues related to the implementation of the project, including the activities and results of the planned main project objectives and directions and this paved the way for the success of the project intervention.







THE ACTIVITY IN MARCH 2023

Presentation of local or national entrepreneurs in connection with the Entrepreneurship Week in Türkiye (the first week of March)- the three partner organizations drawing up a common work plan.

The training "We know much more about the entrepreneurs" was based on non-formal education and included case studies and discussions on the topic of project, as well as series of creative workshops in which participants had the opportunity to asquire enterpreneural and personal skills.





From the results of the training were able to benefit the representatives of the three organizations - teachers, their partners and representatives of stakeholders, who gained a clear idea of the activities and processes that were to be used in the next stages of the project for successful implementation by the three countries.





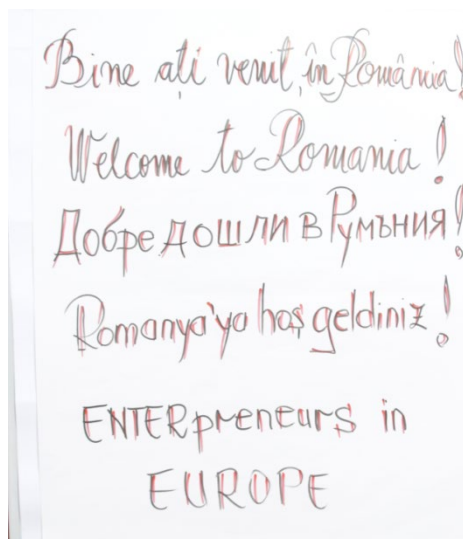
Indirect beneficiaries of the activity were local farmers and entrepreneurs who were involved in the implementation of project activities.

The expected result of the activity, in the long term, through this project, was the encouragement of other young people, professionals, organizations and institutions to participate in the program. We increased the aspiration of other students to high success, attendance and participation in more extracurricular activities. We encouraged other teachers to think about improving their skills and competencies and updating their knowledge and working methods.



The Activity in June 2023

THE TRANSNATIONAL LEARNING ACTIVITY (Blended mobility for students and staff) In Zorleni/ Romania THE 4TH - 10TH OF JUNE 2023



In Romania participants took part in various demonstrative activities, workshops, socialization activities, cultural and study visits.

The target group for this activity was composed from seven students from Bulgaria and seven students from Turkey, who took part at this activity together with twenty Romanian students.

Developing entrepreneurial skills is essential for the three partner's students, so all the participants presented their own entrepreneurial projects.



There were meetings with business people who presented their own business and students got to know them by asking questions. In the following days, we visited two of these entrepreneurs.



To encourage entrepreneurship among students, a family of successful local entrepreneurs from Zorleni was

invited. They are an example as they managed to turn a passion into a business. The Coşeru family loves bees, and the completely natural products that come from the wealth of nature. This wonderful family took as model the power of work and diligence, the patience, the way of organization and communication of bees, dealing with the production, processing and marketing of bee products. We hope that the Coşeru family is a model, an example, a source of inspiration in entrepreneurship for students.



Mr. Coşeru answered the question "What is the key to success?" as follows: "As for the <<key to success>>, the answer depends on several factors, such as the level of prior preparation, the amount you have to invest, the time you allocate, how much passion you put into the business, the experience of other businesses that have preceded beekeeping, the ability to develop a beekeeping Network, business strategies and values acquired in life.



And, just as important, the ultimate goal you have with the business. Most do it just for the money and they give up in the first years. Few do it with a long-term vision and only some do it with passion.



For me, success means health, harmony in the family, satisfaction in the profession, but above, all the impact on those around me. When you have these, everything else follows naturally. Beekeeping is like relaxing in the middle of nature."



The activities concluded with a wish for success in implementing the project and in developing key skills in the field of entrepreneurship!





The second entrepreneur visited, Cîmpeanu Dorel, has an agricultural farm in Trestiana (a village 12 km from the village of Zorleni, where the "Marcel Guguianu" Technological High School is located) and a huge greenhouse.



The students were guided by the owner and his workers to see seedlings and how the greenhouse is prepared for the season. They found out who is responsible for different tasks and how much work is required.



The drip irrigation system for tomatoes, which are very sensitive and prone to diseases, was explained to them. It was explained to them that they use foil to prevent grass growth and to use less manpower.



The workers showed the students the sprinkler irrigation system for parsley and even had them do some chores. The owner said that the technology they used was from Italy because he had learned to farm there for 10 years. He explained the characteristics of the thermal film covering the greenhouse.

The water for irrigation comes from a well, drilled 3.80 meters. The water is pumped with submersible pumps, and the water goes up to 700 meters along the length of the greenhouse, where it is irrigated by sprinklers. It starts from the base with 12 atmospheres. He said this consumes a lot of energy, which comes from the solar panels they have. He said he plans to purchase more solar panels this year. He recommended them, saying they were great. He said they currently have 5005 kilowatts at 220. They want to have 380, but need a different type of transformer. He said that the investment (of 50,000 lei/ about 10,000 euros) in the solar panels is recovered in 3.5 years.



The irrigation pumps work non-stop. He said that the greenhouse produces all year round and they sell the products immediately in the local market. But they also provide to a local Carrefour. He was not very happy with the terms of that contract, as they dictated the prices, so most of their products were sold in the market.

He said he was adapting to market demands. This varies, so they can have different crops each year. He gave the example of last year, when a large part of the greenhouse was with tomatoes, because they were in demand. He explained that tomatoes don't grow outside if the temperatures vary widely and the soil isn't rich enough. He recommended crop rotation. But if this is not possible, he recommended an ecological way of enriching the soil: planting wheat as soon as the tomatoes are cut, then grind it in the spring before planting the tomatoes again. He said wheat absorbed much of the soil's toxicity.



He said they collaborated with neighbors and rotated crops together. He gave the example of the fact that when planting cabbage, a neighbor plants wheat or corn, which enriches the soil and maintains the water and substances in it, and then it changes. The hosts emphasized that it matters a lot how you maintain the soil. Another example given in this regard was that last year they had tomatoes in the greenhouse, but this year they will plant something else. He also said that they use chicken droppings as fertilizer, with nitrogen (he said it's impossible without it). He said that two years ago he used a weed chopper which was very beneficial. He no longer needed labor to cut all the plants and transport them, and the soil was

enriched with the thick layer of shredder soil vegetation. This is also a good solution because there has been a legal ban on field vegetation burning for the last 3 years. He said he tried to keep everything natural as much as possible because if they used chemicals they killed the earthworms. Their purpose is to loosen the soil, and their droppings are the best fertilizer. But, he admitted, that he had to use some substances against some pests where were too harmful for the plants.

He gave the example of peppers that need treatment once every 7 days. But, he emphasized that the focus is on greens (parsley, dill, chives and onions), which did not require treatment.



They showed the students the ventilation system of the greenhouse, adapted to the strength of the wind and the temperature. He said they use a mechanical system because the electronic one was much more expensive. He admitted that was great, with sensors, but he was using the mechanical one for now. He showed the students how easy it was.

About the film that covered the greenhouse, he said that they had the thickest, 20 microns thick, with several treatments, which increased the temperature by 5 degrees Celsius. It is good for 7 years on the metal structure of the greenhouse. He also showed some bug traps that they had hung up.



Answering the students' curiosity, the owner shared that he started this greenhouse five years before. He said that you couldn't build a business without borrowing from a bank. He recalled that one winter the bank had doubled the interest on his loan, and this determined him to make an effort and pay off the loan.

He said the metal pipes supporting the greenhouse were very expensive, but if you took care of them, you could leave them to your grandchildren. They are very resistant to winds and storms. He said that the metal frame was buried half a meter in the ground and anchored in concrete. He showed how the construction of the greenhouse developed; how much they had built during the first winter. He said that after that they had to stop for two years, due to lack of funds. He pointed out that they brought soil to raise the ground because from a certain point on, water became stagnant on the soil.



The owner said that the weight of the structure was about 45 tons, and he did all the welding. He had to buy a machine for bending pipes (6,600 lei/1,320 euros) because he needed bent pipes for the structure, which were very expensive to buy as such. He covered this expense with the first structure built. Much of the work to build the greenhouse was done by him and the workers.



His wife, and partner, shared that they worked all day long, even until 10 p.m. The owners said that the farming could be easier if you managed to schedule works appropriately.

He said that he changed the water, did the treatments and supervised his employees.

At the end of the visit, as a piece of advice to the students, the owner of the farm said they should do what they liked. If they did what they liked, everything would work out;

you wouldn't feel that they were going to work. He said: "I, myself, do what I like!"

The representatives of the three organizations were expected to achieve the set goals within the boundaries of the exchange, so that they could spread the impact of the project beyond - to wider sections of the population of the three countries - which is again in the interest of all the goals of the project.

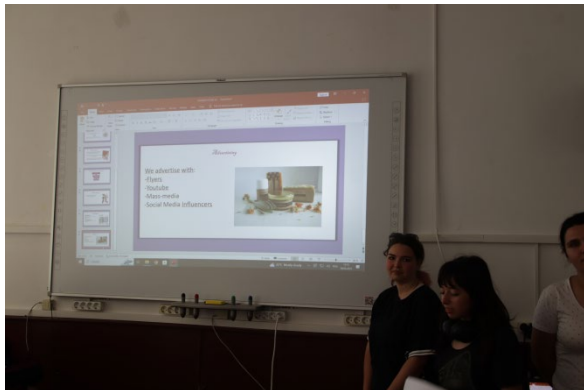
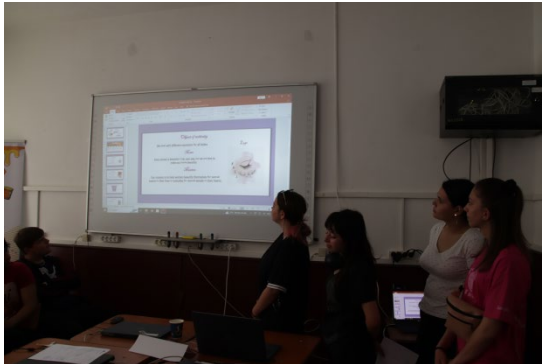
Here are some images from the international activities, carried out within the project by students, regarding the development of entrepreneurial and professional skills:



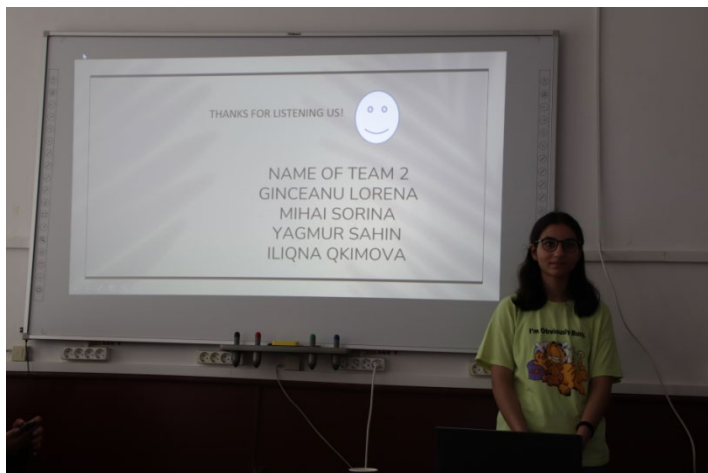


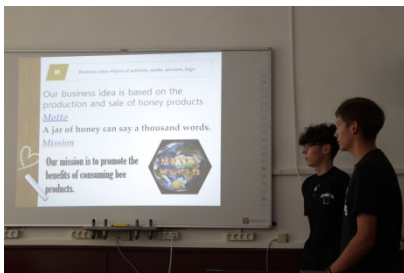
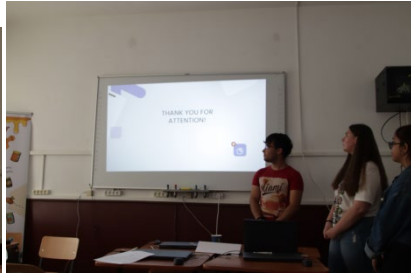
The project involves students, investors, producers, buyers and sellers with the purpose that, after their

participation, the students would have the keys to being successful entrepreneurs.



They have had the chance to learn values and social skills that are fundamental to being an entrepreneur, like being able to set up their business, being aware of the different stages they go through, being trained to create it.







ENTREPRENEUR

An entrepreneur can be a person, regardless of gender or age, who has an idea of how to do something better in a certain field of activity and who is willing to take risks.

The idea can refer to a product, service, market segment, marketing and sales method, process, advanced technology, innovation, with applicability in any field of activity.

An entrepreneur is any person who undertakes something, who takes risks, innovates, adapts to changes of any kind, has an initiative, who manages to combine resources in order to add new value.

Such a person is willing, sometimes, to give up many things, the previous lifestyle, the basic profession, having to overcome inertia, have energy, power and ambition. The Entrepreneur's success depends a lot on his personality, his culture, his previous professional knowledge and experience, the degree to which he accepts to take risks, capitalize on opportunities, the external environment, the support he can count on from family, friends, the Business community.

ENTREPRENEURIAL VALUES

Values are generally defined as preferences for certain situations, things, ideas or people, in relation to others, emotional orientations with positive or negative meanings, to which reactions of attraction or rejection are associated. Preferences are grouped into value systems, and these order reality by transforming preferences into norms.

No one is born an entrepreneur, but some can become one. Sometimes, the decision to create your own company can be determined by certain irregularities in your personal life (dismissal, divorce, other unfortunate but impactful events). Besides will, tenacity, ambition, knowledge, entrepreneurial skills, there is always the problem of resources.

Characteristics of the ENTREPRENEUR

- **Confidence in himself/ herself and the need for fulfillment**
- **Spirit of initiative**
- **Risk taking**
- **Perseverance**
- **Independence**
- **Acceptance of challenge/ uncertainty**
- **Innovative, with a spirit of initiative**
- **Good coordinator**

CONCLUSIONS

Some students want a career in a certain field not knowing what it involves, or if they have the necessary skills and competencies. There are also students who want to start their own business, but don't have entrepreneurial skills. This is a popular option among Romanian, Bulgarian and Turkish youth. The project's counseling and career guidance contributes to faster employment, prevention and reduction of unemployment, encouraging job mobility, lifelong learning and good mental health as result of doing what they love.

Through mixing of national and international activities this project wants to develop entrepreneurial and professional skills of the students and to raise the employability level of students from ethnic minorities, by giving a good tone and keeping the young rural population employed in order to prevent migration to big cities; providing jobs for unemployed young adults of the rural communities and developing of good neighborliness mutually beneficial relations between the partners.

Expected project results are: to provide not only entrepreneurial and social skills, with the purpose of creating their own business; but also agricultural skills, ICT skills, foreign language to the graduating students; social cohesion by participating of young people in it; to involve ethnic minorities students; to raise the employability level of young adults from rural and remote areas; to bridge the gap between the labor market needs and the lack of knowledge and competences.