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**YouthNest.crea**

— TRANSNATIONAL INCUBATOR FOR CREATIVE —  
ENTREPRENEURSHIP IN EUROPEAN RURAL AREAS

## NEWSLETTER Nº 3 - 2019

### Youthnest.crea

**Transnational incubator for creative entrepreneurship in European rural areas**  
**Key Action 2: Strategic partnerships supporting innovation in the field of youth**  
(n.º ref. 2017-2-ES02-KA205-009950)

YouthNest.crea is a European project aimed at young people which aims to develop a virtual as well as an on-site ecosystem of support, advice, encouragement, training, stimulation and opportunities to shape innovative ideas for the empowerment of young people in their professional development. The project will also foster an entrepreneurial culture leading to self-employment opportunities with a focus on entrepreneurship within the creative sector in rural areas of the EU. The project is promoted within the framework of ERASMUS+ 2014-2020 Programme (Key Action 2 – Strategic partnerships supporting innovation in the field of youth) and it will be carried out between 2017 and 2019.

### Who are the project partners?

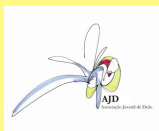
Concello de Vedra – Lead Partner (Spain), Stichting Business Development Friesland (Netherlands); Comune di Capannori (Italy); Newry and Morne Co-Operative Ltd (United Kingdom); Obec Zemplinske Hamre (Slovakia) and Associação Juvenil de Deão (Portugal)

### Who is the project aimed at?

Young people between the ages of 16 and 30; they can be graduates or students, unemployed people, those who have left education and are not currently studying or working and young entrepreneurs.

### Why target rural areas?

To value and develop the indigenous potential rural areas possess and to help ensure the preservation and sustainability of their resources through creative and innovative entrepreneurship models.





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## YouthNest.crea Mobility

### Mobility in Vedra, Spain

It is therefore fair after two years of intensive work developing the Erasmus +: Youthnest.crea project, in the month of June the Council of Vedra had the honour of hosting 12 young people from the United Kingdom, the Netherlands, Italy, Portugal and Slovakia. Over 12 action-packed days, these volunteers developed new skills in entrepreneurial areas such as design thinking, social innovation, business creation etc. As organizers of this mobility, the Council of Vedra believed that the chance to learn from successful entrepreneurs in rural areas was as important as the theoretical training. To this end, several visits and encounters were arranged with local entrepreneurs such as Pepe Albela (Galician Original Drinks), Charo López (Charo López Atelier) or Arturo Álvarez (Lámparas Arturo Álvarez), all of them clear benchmarks of business success in Vedra.

A particularly rewarding experience was the visit to the Sende co-living space (Ourense) where the participants were able to share experiences with European volunteers and take part in some highly productive games and workshops.

Included in the programme were visits to both the Area of Valuation, Transfer and Entrepreneurship (AVT) in the University of Santiago and the Co-working space of the Chamber of Commerce. Here the group was able to learn first-hand about how co-working spaces work and also the economic support that exists for those starting a business. A guided tour was also held in The Camel Co-working Space in Vedra.

Over the 12 days, alongside the time spent learning and working, the program also included various leisure activities. Our participants got to know Vedra very well and even went canoeing on the Ulla River. They visited iconic places in Galicia such as the capital city, Santiago de Compostela, and Finisterre on the 'Coast of Death' - a good example of a Geo-destination. In all these locations they had the opportunity to meet local entrepreneurs and share experiences with them.

As in any transnational mobility programme, ties of friendship were created between the participants and ideas and proposals for future projects were exchanged. We are confident that these participants had a genuinely interesting experience, but it was equally satisfying for the town council of Vedra to be able to meet such wonderful young people with great ideas who thoroughly enjoyed themselves and engaged with our traditions.

In recent years the Town Council of Vedra has participated in a number of youth exchange programmes, but the experience of this project has been especially intense and productive. The participants were closely involved with our local area and with all the programmed activities and the affection which was kindled between the mobility coordination team and these young people has made this an unforgettable experience for all involved.



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Testimony of the participants from Ireland:

“We both found the training very good, it was very interactive which was great.

We enjoyed the experience and learned a lot about different businesses from around Vedra and how they had started up.

The hosts were very accommodating and made sure everyone got involved in the tasks during the training. They were really lovely and couldn't do enough for us. They made sure everyone was kept interested and asked us how we felt about the tasks and training we were doing. Which we all agreed was very good. The canoeing for us was one of the best parts as this is something we never do in our country. The area where we stayed was quite rural and quiet but very pretty. Santiago itself was lovely and had a lot to offer as we learned a lot about the Camino and the surrounding area.

We got on really well with all the other participants from the other countries, we found them easy to connect with and we all had a lot in common. We made some great friends with whom we are still in contact with.

This was an amazing experience and we would recommend anyone to do it.”



## Mobility in Leeuwarden, Holland

We had such an informative mobility with our foreign participants being in Leeuwarden for the YouthNest.crea training. It was a huge pleasure welcoming and teaching the participants from Slovakia, Portugal, Spain, Italy and the United Kingdom about entrepreneurship and getting familiar with the beautiful surroundings and activities Leeuwarden has to offer.

To mention some of the activities, the participants have learned about idea creation, dealing with assumptions (given by Lucas van der Meulen – PraatPaal), how to build a Business Model Canvas and have learnt about the importance of an effective pitch, including a real pitching contest. Of course, the training would be more fun with games and tours, so that's why they have played several games and had interesting tours! For example, they have been to the Beerenburgh museum, which is a local distillery in Leeuwarden and they have also visited Jamzone: a house that plays with your brain! These activities were a few of the highlights of the YouthNest training offered in Leeuwarden. We were delighted to meet the foreign participants and to teach them about entrepreneurship.



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Doors might have opened and visions might have been created. Whatever the future will bring, at least the participants have gained the basic knowledge about starting their own business!

Testimony of a participant from Slovakia:

“The inconspicuous city in the northern low country boasts several titles. At the turn of the 16th - 18th century Leeuwarden was the state capital and is now an important center of business and startups. In 2018, it became the European Capital of Culture and its streets were twice awarded as the most beautiful shopping boulevards in the Netherlands. Not only the aisles, but the shops themselves are transformed into private galleries, so shopping creates an artistic experience.

Almost no building is dilapidated and they try to bring breath to every monument. They allowed themselves, for example, to reconstruct the historic building of the former prison (more precisely, the correctional educational institution) into a hostel and a shopping center.”



## Mobility in Capannori, Italy

From 14th till 25th June 2019 we had the pleasure to host, in our hostel La Salana in Capannori, 12 young girls and boys from Spain, Portugal, Slovakia, Holland and United Kingdom interested in entrepreneurship.

From the very first moments, the group proved to be a close-knit one and the atmosphere was nice and relaxed. We tried to organize interesting training moments with our teachers Elisabetta Carmassi, Maria Grazia Lucchesi e Simona Bottigliani: design thinking, idea creation, social innovation, community challenge resolution projects and a dedicated day to create their own business plan.

The 2 weeks were built trying to alternate training moments and recreational activities: among the activities we could remember: visit to the brewery Birroir, to the Parco Scientifico, to the shop Lillero (an example of circular economy where you can buy second hand things with a particular money: LILLERO!). Among the guided tours, the group of young people enjoyed Lucca city center and a historic villa on the hills.



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An important moment was the meeting with the mayor Luca Menesini and with the Italian young people interested in the program Youthnest.crea.

We hope, as Comune di Capannori, that this kind of projects would be significant to the involved people and would be extended to an higher number of people.

The future belongs to those who believe in the beauty of their dreams. (Eleonor Roosevelt)

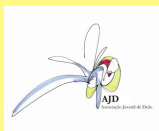
Testimony of a participant from Portugal:

“I liked the fact that I could have the opportunity to embark on experiences that were wonderful and enriching. The experience that struck me the most was the visit to Lillero which had a market where each person could bring antiques and all kinds of goods and have them checked to see if they were suited to be sold.

I have to say that the most rewarding thing was being able to meet people from all 4 countries. Live, talk and try to understand the differences of cultures and personalities.

In terms of training, I envisioned something more formal. However, each trainer was able to captivate and convey ideas and explanations in their own way, that it could be understood by everyone.

What if we could organize an activity that would bring together all the members of the mobilities of all countries? It was interesting to be able to meet the other participants and communicate. “Broadening the Horizons”.





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## Where to find us?



[www.youthnestcrea.com](http://www.youthnestcrea.com)



<https://www.facebook.com/groups/youthnest.crea/>

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