

Outcomes

PRODEST project is developing SIE in youths with a number of tools that we call here intellectual outputs:

1. Thematic videos, in different formats, of young entrepreneurs telling how they started their business, what challenges they face and what skills they need in their day-to-day activity.
2. Guide on assessing and promoting sense of initiative and entrepreneurship in youths
3. A website addressed to youths for assessing and developing their SIE.

The tools could be used directly at a distance by youths or used by youth educators and trainers in face to face formal and not formal training settings.



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Asociación Galega de Emprendedores
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Promoting Youth Entrepreneurship with Digital Storytelling



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Context

The European Key Competences Framework defines SIE (sense of initiative and entrepreneurship) as an individual's ability to turn ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. Entrepreneurship is a competence for everyone, helping people to be more creative and self-confident in whatever they undertake.

Even if entrepreneurship is recognized as a powerful driver of economic growth and job creation, the uptake and the effectiveness of entrepreneurship education in Europe are still far from being fully satisfactory. This is mainly due to lack of suitable materials and lack of skills in trainers.

Given this context, PRODEST project proposes to develop a methodology and tools for development of SIE in youths through storytelling bringing together the rational and the emotional, and eliciting identification and emulation in the listener.



PRODEST project

PRODEST project is implemented by a consortium of 5 organizations from FR, PL, SK, ES, UK specialized in youth work and/or entrepreneurship education and development.

The consortium uses the innovative methodology of the digital storytelling for promoting sense of initiative and entrepreneurship among youths 18-25: NEETs, apprentices, in school, VET and university.

In every country, youth aged 18-25, assisted by staff of partner organizations are trained to:

- develop SIE and shoot and edit videos, (thanks to a funded mobility abroad)
- as facilitators of workshops with groups of youths so to rise their SIE.
- conduct interviews with the young entrepreneurs
- shoot the videos and edit them in different formats
- pilot the materials and methodology developed by the project in informal settings, as well as schools, VET courses, universities
- develop the content of project website for development of SIE.

Project aims

The project is developing sense of initiative and entrepreneurship by using an innovative methods based on digital storytelling and aims to

- Promote entrepreneurship education among young people,
- Promote empowerment and active citizenship of young people
- Enhance open and digital integration in learning, teaching, training and youth work, by developing a open accessible training program based on videos and website

