



Funded by the
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Green Work for Youth

Project No 2022-1-PL01-KA220-YOU-000085715

PROJECT PROPOSAL

PROJECT TITLE	"Empowering Youth-led Green Entrepreneurship"		
SUBMITTED BY		SUBMITTED TO	
PHONE / EMAIL		RECEIVER PHONE / EMAIL	
DATE SUBMITTED		PROJECTED START DATE	

PROJECT NAME AND DESCRIPTION

Project "Empowering Youth-led Green Entrepreneurship"

High youth unemployment plagues Ukraine, especially in rural areas and for underrepresented groups. This project addresses fostering green entrepreneurship and career readiness for young Ukrainians.

The project targets young people, with a minimum of 30% participation from rural youth and ensuring balanced gender representation. It includes young people with disabilities, equipping them all with the skills and knowledge to launch green businesses or navigate the job market.

Recent research highlights the need for innovative solutions to youth unemployment, particularly considering the increased competition and recent conflict. Green businesses offer promising opportunities for responsible economic growth.

In this line the Project will create a sustainable green youth-led movement to foster youth entrepreneurship in Ukraine. Activities include:

- Needs assessment to identify challenges and opportunities for young in green economy.
- Building the Movement by developing user-friendly website, social media channels, implementing 2 regional intensive trainings (60 youth) on entrepreneurship, creating online environment.
- Empowering Young Leaders by conducting mentorship program for 10 selected young entrepreneurs and granting €1000 to 3 mentees.
- Project Dissemination & Advocacy: disseminating project results, developing policy recommendations

Expected Outcomes:

- Increased awareness of green youth entrepreneurship opportunities.
- Young entrepreneurs equipped with green skills and knowledge to launch businesses or self-employ in green economy.
- Established online community for collaboration and knowledge sharing.
- Policy recommendations for government support of green youth entrepreneurship and self-self-employment initiatives.
- Inspiration and motivation for aspiring young entrepreneurs.

PURPOSE / GOALS

Objectives:

1. Equip youth with skills and knowledge to launch green businesses.
2. Increase awareness and understanding of green youth entrepreneurship opportunities.
3. Advocate for support of green youth entrepreneurship and self-self-employment initiatives.

ASSUMPTIONS

Assumptions of the Project "Empowering Youth-led Green Entrepreneurship".

1 Main objective of the project:

The aim of the project is to empower youth, particularly in rural areas, to become green entrepreneurs, and foster green youth-led businesses ecosystem in Ukraine.

2 Specific objectives:

1. Equip youth with skills and knowledge to launch green businesses.
2. Increase awareness and understanding of green youth entrepreneurship opportunities.
3. Advocate for support of green youth entrepreneurship and self-self-employment initiatives.

3 Target group:

Target audience is young Ukrainians aged 15-29 years old

Focus is on youth from rural areas (30% of the participation). The Project promotes gender-balanced participation to ensure the inclusion of young women and men and strives for the inclusion of underrepresented groups, such as youth with disabilities and other vulnerable groups.

4 Project activities:

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- Building the Movement by developing user-friendly website, social media channels, implementing 2 regional intensive trainings (60 youth) on entrepreneurship, creating online environment.
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Expected Outcomes:

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- Policy recommendations for government support of green youth entrepreneurship and self-self-employment initiatives.
- Inspiration and motivation for aspiring young entrepreneurs.

5 Expected outcomes:

Increased understanding of the challenges and aspirations of young Ukrainians regarding green entrepreneurship and self-self-employment in hromadas. This will inform future initiatives and policies to better support youth in green transition. Identification of existing gaps and opportunities within youth entrepreneurship support structures in hromadas. This will give information on the way for more efficient resource allocation and program development.

80% of regional intensive trainings participants improved skills and knowledge related to green entrepreneurship (business ideation, financial literacy, pitching, business confidence).

Established online communication environment fostered connections and knowledge sharing among participated youth, facilitating collaboration and access to resources for business development and self-employment.

A network of 10 well-trained and supported young entrepreneurs in hromadas, equipped with the skills and knowledge to launch and grow successful businesses.

3 mentees granted with funds to show a success story of young green entrepreneurship.

Enhanced sustainability of the project's impact through the creation of a communication strategy and continued networking opportunities.

Potential for policy changes at the hromada level that better support youth entrepreneurship and self-employment in Ukraine, based on the project's findings and recommendations.

6 Project partners:

- Government agencies. Ministry of Youth and Sports of Ukraine, Ministry of Economic Development and Trade of Ukraine
- Business & Industry. Chambers of Commerce, Green Tech Companies
- NGOs. Ukrainian Young Farmers Association, Youth entrepreneurship NGOs, Environmental NGOs

Summary

This project tackles youth unemployment by fostering green entrepreneurship in rural areas. It equips young people (15-29) with skills and knowledge to launch green businesses through training, mentorship, and online resources. The project also advocates for government support of these green ventures. Expect increased awareness of green opportunities, skilled young entrepreneurs, and a collaborative online community. Partnering with government, businesses, and NGOs makes this project a powerful force for a sustainable future.

MEASUREMENTS OF SUCCESS

Measurement of Success for the Project " Empowering Youth-led Green Entrepreneurship ".

Measurement of Success:

1. Skill and Knowledge Acquisition:

Training Impact. Success will be measured by the percentage of participants who show improved skills and knowledge related to green entrepreneurship. Target: 80% of regional intensive training participants should demonstrate enhanced abilities in areas such as business ideation, financial literacy, pitching, and business confidence.

Mentorship Program Outcomes. The success of the mentorship program will be evaluated based on the progress and achievements of the 10 selected young entrepreneurs, with a special focus on the 3 mentees who receive €1,000 grants.

2. Awareness and Understanding:

Awareness Campaigns. The effectiveness of awareness campaigns will be gauged through surveys and feedback from participants and the general public, measuring increased understanding and interest in green youth entrepreneurship.

Community Engagement. The growth and activity level of the online community will be monitored, with a target of establishing a robust platform for collaboration and knowledge sharing among young entrepreneurs.

3. Advocacy and Policy Influence:

Policy Recommendations. The impact of advocacy efforts will be measured by the adoption of policy recommendations at the hromada (local community) level and any subsequent changes that support youth entrepreneurship and self-employment in the green economy.

Stakeholder Collaboration. Success will be assessed based on the level of engagement and collaboration with government agencies, businesses, and NGOs. The number of partnerships formed and the outcomes of these collaborations will be key indicators.

4. Sustainability and Long-term Impact:

Ongoing Networking and Communication. The establishment of a sustainable online communication environment will be measured by continued networking, resource sharing, and collaboration among project participants.

Entrepreneurial Success Stories. The success of the 3 mentees who receive funding will be documented and shared as case studies to inspire and motivate other aspiring young entrepreneurs.

Impact on Local Economies. The overall impact on local economies will be assessed through follow-up studies and surveys, tracking the growth and success of businesses started by project participants.

RISK FACTORS

Risk Factors for the Project " Empowering Youth-led Green Entrepreneurship ".

1. Increase in military activity and missile launches. Likelihood: High

Mitigation strategy. We will develop a safety plan in collaboration with local authorities. This plan should identify safe locations for intensive trainings and events, evacuation routes, and communication protocols in case of emergencies.

Some of the Projects' activities are online, allowing participation from safer locations. We plan to provide psychological support services to project staff and participants.

2. A number of participants selected in the first stage are no longer able to continue their involvement in the study. Likelihood: Medium

We will conduct a thorough pre-screening process during participant selection to ensure their understanding of the project's commitment and time requirements, organize regular check-ins with participants to address any concerns or challenges they might face, develop a waitlist of interested applicants to fill vacant spots if participants drop out.

2. Mentorship program challenges. Difficulty finding suitable mentors, keeping mentors engaged, or ensuring a good fit between mentors and mentees. Likelihood: Low

The Project will develop a comprehensive selection process that prioritizes mentors with diverse backgrounds, expertise relevant to the needs of young entrepreneurs, and a passion for mentorship and establish clear guidelines for communication and conflict resolution between mentors and mentees.

3. Technological issues. Technical problems with the project website, online tools, or internet connectivity could hinder project delivery. Likelihood: Medium

The Project ensures reliable internet access for online activities. It has have backup plans for website outages or technical difficulties, develop offline resources where possible

APPROACH

Approach of the Project " Empowering Youth-led Green Entrepreneurship ".

Project Activity 1

Title: Needs Assessment and Planning (Month 1-2)

Purpose: Gather data to understand the challenges and aspirations of young Ukrainians regarding entrepreneurship and self-self-employment , with a focus on rural residents and underrepresented groups.

Target Audience: Young Ukrainians aged 15-29, with a minimum of 30% participation from rural areas.

Regional coverage: Regions controlled by Ukrainian government

Strategies (tasks):

1. Online surveys: An online survey will be conducted among 200 young Ukrainians regarding entrepreneur and self-self-employment issues. The survey will be promoted through social media channels, partner organizations, and youth centers in rural areas to ensure a representative sample.
2. In-depth interviews: Semi-structured interviews will be conducted with a minimum of 20 young entrepreneurs, ensuring gender balance and representation from rural areas and underrepresented groups. Interview locations will be convenient for participants, and online options will be explored to increase accessibility. The aim is to find out young entrepreneurs issues, efficient ways to develop training program in Activity 2, expected curriculum.
3. Existing youth entrepreneurship support structures will be analyzed alongside the collected data from tasks 1.1 and 1.2 to identify key challenges and opportunities, including barriers to youth self-employment.
4. Conducting a Youth Entrepreneurship Forum (Month 2) with 50 participants - a one-day forum to present a Report and the the Startup Youth Movement Project.

Project Activity 2

Title: Building the Movement (Month 3-6)

Purpose: Raise awareness, equip young Ukrainians with essential skills, and foster a supportive network for youth entrepreneurship and self-self-employment .

Target Audience: Young Ukrainians aged 15-29, with a focus on rural residents.

Strategies (tasks):

1. Website and social media development. The website will be designed with a user-friendly interface, catering to different levels of technical expertise. Accessibility features will include screen reader compatibility, multiple language options, and clear navigation. Social media channels with engaging content (e.g., infographics, videos, success stories) will be created and shared on Facebook and Instagram to promote the Startup Youth Movement and opportunities for young entrepreneurs and job seekers. Social media advertising will be considered to reach a wider audience in rural areas.
2. Selecting guest lectures with minimum of 50% 20-29 youth-led entrepreneurs and developing intensive training curricular. 7 guest speakers will be selected according to their experience in business, thematic and needs assessment. KBS along with the speakers will create a training curricular, covering entrepreneurial topics (business ideation, financial literacy, pitching, business confidence).
3. Regional intensive trainings (minimum 2) on critical entrepreneurial topics (business ideation, financial literacy, pitching, business confidence): 2-days intensive trainings will be conducted in at least two locations convenient for participants. The selection criteria for location to conduct intensive training might include security measures, availabilities of shelters, rare air alerts, concentration of potential participants, availability of potential visits of participants to business facilities. Each intensive training will consist of interactive sessions on entrepreneurial topics and dedicated modules on self-self-employment skills, tailored to the needs of young entrepreneurs. We will conduct visits of participants to business facilities of young guest entrepreneurs, if available. Participants will be asked to prepare their business ideas for startups or scaling. After intensive training, a committee of Project management, guest speakers will choose minimum 10 participants for mentorship program with an opportunity to be granted €1000 for business project.
4. Developing a communication environment for youth by youth from intensive trainings and other to connect, share knowledge, access resources, and connect with potential business partners, investors, increase their self-confidence in startup business, allowing youth from intensive trainings to connect, share experiences, and access resources.

Project Activity 3

Title: Empowering Young Leaders (Month 7-10)

Purpose: Provide advanced training and mentorship opportunities to prepare young entrepreneurs for success

Target Audience: A diverse group of 10 young start up entrepreneurs selected from the project participants of Activity 2 and during considering factors like business pitching, based on the entrepreneurial potential, rural residency, and representation from underrepresented groups.

Strategies (Tasks):

1. Selecting participants for a three-month mentorship program (Months 7-12): A transparent application process will be established for young entrepreneurs who participated in previous activities. The application will assess entrepreneurial potential, business ideas (if applicable), and commitment to the program. The mentees will be selected by participants from Activity 2.3. Mentors will be experienced entrepreneurs (30% - youth) matched with mentees based on compatibility and industry expertise. Regular meetings (online or in-person) 1-2 times in month will be held to provide guidance, address challenges, and offer support. Each mentee will be supported by Project team with experts, consultancy, social media to make their business ideas come true. A success story of mentee will be recorded, so 10 YouTube videos will be posted on Project's website and social media.

2. A committee of mentors will decide on the final 3 mentees that will be granted with €1000 taking into account the relevance and other criteria of their business project

Project Activity 4

Title: Project Dissemination and Advocacy (Month 11-12)

Purpose: Share project results, promote youth entrepreneurship and self-self-employment initiatives, and secure long-term sustainability.

Target Audience: Young entrepreneurs, potential investors and employers, government agencies, and youth organizations.

Strategies (tasks):

1. Brokerage event series. (Month 11). The project will conduct a series of two online Brokerage events, each with a specific target audience and focus:

Brokerage event 1: Building Your Startup Journey. Target audience: 20 youth seeking for business startups and scaling from the Project Activities 2, 3 and beyond. Industry experts, guest speakers will present insights from the current business opportunities. Enhancing collaboration among participants.

Brokerage event 2: Investing in the Future: Connecting Young Entrepreneurs with Opportunities. Target audience: 20 youth interested in investing from the Project Activities 2, 3 and beyond. Industry experts, guest speakers and youth will present business opportunities and make collaboration.

2. Developong policy recommendations (Month 12). Based on project findings and data analysis and online survey of Projects' participants a policy recommendations report will be drafted. The report will advocate for government support of youth entrepreneurship and youth self-self-employment initiatives, addressing identified barriers.

TIMELINE / MILESTONES

OVERVIEW

Project Duration: 12 months

Project Activity 1

Title: Needs Assessment and Planning (Month 1-2)

Strategies (tasks):

1. Online surveys.
2. In-depth interviews.
3. Existing youth entrepreneurship support structures will be analyzed alongside the collected data from tasks 1.1 and 1.2 to identify key challenges and opportunities, including barriers to youth self-employment.
4. Conducting a Youth Entrepreneurship Forum (Month 2).

Milestones for Activity 1

100 surveys

20 interview transcripts

Report on the state of youth entrepreneurship and self-employment in Ukraine

40 participants of Youth Entrepreneurship Forum with documented proceedings, including presentations, key takeaways, and participant feedback.

Project Activity 2

Title: Building the Movement (Month 3-6)

Strategies (tasks):

1. Website and social media development.
2. Selecting guest lectures
3. Regional intensive trainings (minimum 2) on critical entrepreneurial topics (business ideation, financial literacy, pitching, business confidence).
4. Developing a communication environment for youth by youth

Milestones for Activity 2

Project website with at least 1000 unique visitors.
 Active social media channels with a combined following of at least 1500.
 Conducted regional intensive trainings with a minimum of 60 youth
 Online communication environment

Project Activity 3

Title: Empowering Young Leaders (Month 7-10)

Strategies (Tasks):

1. Selecting participants for a three-month mentorship program (Months 7-12)
2. A committee of mentors will decide on the final 3 mentees that will be granted with €1000 taking into account the relevance and other criteria of their business project

Milestones for Activity 3

Diverse group of 10 mentored young entrepreneurs with certificates of completion.
 3 mentees granted with €1000

Project Activity 4

Title: Project Dissemination and Advocacy (Month 11-12)

Strategies (tasks):

1. Brokerage event series. (Month 11).
2. Developing policy recommendations (Month 12).

Milestones for Activity 4

40 participants of Brokerage events (20 each)
 Policy recommendations report advocating for youth entrepreneurship and self-employment support.

MILESTONE	DEADLINE
1. Activity 1. Needs Assessment and Planning	Month 2
2. Activity 2. Building the Movement	Month 6
3. Activity 3. Empowering Young Leaders	Month 10
Activity 4. Project Dissemination and Advocacy	Month 10

PROJECT COST AND RESOURCE ESTIMATE

Resources Needed for the Project "Empowering Youth-led Green Entrepreneurship"

People:

Project Management Team:

- Project Manager
- Assistant Project Manager
- Finance Manager
- Communications Manager

Research Team:

- Lead Researcher
- Research Assistants (2)

OVERVIEW

IT and Web Development Team:

- Web Developer
- IT Support Specialist
- Social Media Manager

Training and Curriculum Development Team:

- Training Coordinator
- Curriculum Developer
- Guest Speakers (7)

Event Coordination Team:

- Event Planner
- Logistics Coordinator

Event Support Staff

Mentorship Program Team:
Mentorship Program Coordinator
Mentors (10)
Mentees (10)

Policy and Advocacy Team:
Policy Analyst
Report Writers
Advocacy Specialist

Equipment:
Office Equipment:
Computers and Laptops
Printers and Scanners
Office Furniture (desks, chairs, filing cabinets)

Audio-Visual Equipment:
Projectors and Screens
Microphones and Speakers
Cameras for recording and live streaming

Training Equipment:
Whiteboards and Markers
Flip Charts
Training Materials and Supplies (notebooks, pens, handouts)

Tools:
Software and Platforms:
Survey Platform (e.g., SurveyMonkey, Google Forms)
Data Analysis Software (e.g., SPSS, NVivo)
Website Development Tools (e.g., WordPress, Wix)
Social Media Management Tools (e.g., Hootsuite, Buffer)
Online Meeting Platforms (e.g., Zoom, Microsoft Teams)
Project Management Software (e.g., Trello, Asana)

Project budget overview €93,800:

Project Activity 1: Needs Assessment and Planning (Month 1-2) €21,600
Online Surveys: €3,000
In-depth Interviews: €4,500
Analysis of Existing Support Structures: €3,900
Youth Entrepreneurship Forum: €10,200

Project Activity 2: Building the Movement (Month 3-6) €46,600
Website and Social Media Development: €13,300
Guest Lectures and Intensive Training Curriculum: €10,000
Regional Intensive Trainings: €17,400
Developing a Communication Environment: €5,900

Project Activity 3: Empowering Young Leaders (Month 7-10) €14,000
Selecting Participants for Mentorship Program: €9,800
Mentees Grant Allocation: €4,200

Project Activity 4: Project Dissemination and Advocacy (Month 11-12) €11,600
Brokerage Event Series: €6,700
Developing Policy Recommendations: €4,900

NEEDS / INVESTMENT

COST

STAFFING - TECHNICAL

€12,700

STAFFING - FUNCTIONAL

€24,800

CONSULTATION	€15,100
TRAINING / DOCUMENTATION	€19,700
HARDWARE	€8,500
SOFTWARE	€7,300
OTHER	€5,700
ESTIMATE TOTAL	€93,800