

Call for Participants

“Alternative B – green actions for social change”



Dear Change-creator,

The world is waiting for you to act and make it more beautiful and fair.

This project is designed for the young people of today who will build our tomorrow. The project will coach you how to be a social entrepreneur and to create the change that you aspire. The following pages contain information about the project, the involvement that we require from our participants and a program for the first training course in the project frame.

Enjoy reading! :)

The course:

“Alternative B: Green actions for social change” is a project that seeks to bring together youth from different countries and backgrounds in order for them to share experiences, exchange and find common solutions to pressing common social challenges like youth unemployment, climate change and active citizenship. The project will 1) enable and inspire participants to start their own socially responsible projects 2) support them in the phases of idea development, implementation and growth and 3) coach and support them on how to spread the idea of social entrepreneurship and to become change makers in their communities. "Alternative B" will invite 20 young, proactive and curious people from 4 different countries in Europe - Denmark, Bulgaria, United Kingdom and Latvia and will teach them and support them while they create the change they want to see in the world.

Key Activities:

1. Introductory training course (March 6th-12th 2016 Esbjerg, Denmark,) - This will be an intensive 7 days training course that will introduce the participants to key concepts of green and social entrepreneurship, communications and fundraising; will meet them with role models from across Europe; and will coach them how to create business plan. The final product of the Introductory Training will be ready business plan that participants will be mentored and encouraged to implement once they return to their home countries.
2. After the first training course participants will be mentored to start implementing their business plans that they have created. They will be assigned set of specific activities that they need to fulfill in the next 6 months. The idea behind this is to ensure that participants get the chance to try out their ideas in real situation while they receive active support from the project team and the network that has been created during the first training.
3. Follow up Training (Smolyan, Bulgaria): 6 months after the first training there will be a second one. The aim of this training is to enable young change makers to share experiences and support them based on the developments of their green enterprises. The

follow up training will include information sessions, interactive work spaces and discussions that will help the participants overcome the challenges that they may have met so far and could face in the future.

Time and Place:

The first training course will take place in Esbjerg, Denmark.

Time: 6th to 12th March 2016

(Please note that the time is a subject to change within the timeframe of March 2016)

Esbjerg is a beautiful city hugged on the west coast of Denmark. It's close to some of the most beautiful sand beaches in Denmark, situated between national park and the North Sea, the visitors here will be amazed by the nature and the beauty of the place.

In March the weather in Denmark is still chilly. The temperatures are between 0 and 8 degrees and the wind could be a few km/h stronger than the summer sea breeze. It's advisable to pack warm cloths and shoes. Waterproof jackets are always handy in Denmark.

What will you gain?

We aim to inspire you.

You will learn how to find proactive and creative solutions to difficult social and economical problems. You will be coached in marketing and fundraising; attracting supporters to your cause; team working; project management, non-formal educational methods.

You will benefit from the extensive international network that you will become part of during and after the project. Being exposed to international environment will broaden your knowledge on different cultures, your understandings for the diversity of human nature and your perspectives on the world as a whole.

Finally, you will become a change maker for your local community. You will be enabled to turn challenges into opportunities and will be inspired to change for better the lives of people around you.

In short, the training is designed to:

1. Train young people in key concepts of social and green entrepreneurship.
2. Enable participants to develop entrepreneurship mind-set and proactive attitude towards difficult situations
3. Share practical knowledge on entrepreneurship, fundraising, marketing, ecological projects, social business.
4. Inspire youth to develop their ideas and to overcome the challenges of adverse economic and social conditions.

The methods:

The training course is designed to be interactive, diverse and highly participatory. Our participants will be introduced to key entrepreneurship models and tools through information sessions, simulation games; guest speakers with experience in the selected field and diverse group activities.

The Outcomes:

There are three key outcomes that you will take home with you:

- 1) You will get home inspired, and ready to be a change maker
- 2) You will bring home your first draft of the business plan that you will implement.
- 3) You will meet new people, from different countries and with different ideas, but just as curious and as proactive as you are.

Costs:

All costs for accommodation and food during the time of the training are covered by the project. We will cover 70% of your travel costs from your home country to Esbjerg. The reimbursement of the travel costs will be done within a week after all tickets are collected. Please keep the original of your tickets and any receipts you get when you buy the tickets.

What should you bring?

Your involvement:

We expect you to be curious for the world around you.

We expect you to be proactive and to create solutions.

We expect you to be open-minded and driven by desire to help.

The course will provide you with tools and knowledge. However the only way for you to benefit from our input is to participate actively. We invite the participants to this project to be determined and ready to work hard in order to make the change. The duration of the project is one year. As a participant you have to dedicate the time to participate in the two trainings – first one in March in Denmark and the second one in August in Bulgaria. In the time between the two trainings our participants will be mentored and supported to implement their business plans. That means that we expect you to be dedicated and to participate actively through all of the project stages.

If you want to take part in the project you should be aged between 18-30 years old and have an idea (it doesn't matter even if it just a vague one) that you would like to develop and implement in your community.

Sharing is caring:

Share with us what you love from your country. We are curious and we'd love to hear more about it. That's why during the first training course in March we will have time for cultural evening. So, bring some jams and drinks from your country, or nice souvenirs,

<i>DAY 1</i>	
AM	Introduction of the participating organization
	Introduction of the programme, aims and structure of the course
PM	Get to know each other, introductory games
	Team-building activities
<i>DAY 2</i>	
AM	Introduction to social entrepreneurship and green enterprises
PM	Idea generation through Brain Storming sessions and Group Discussions
<i>DAY 3</i>	
AM	How to plan a life changing project? - introduction to business plan
PM	Success stories, Social evening with our guests – successful social entrepreneurs in Denmark
<i>DAY 4</i>	
AM	Introduction to SAVE model (solution, access, value, education) or how to attract supporters
	Work on the project idea in teams
	Meet your mentors in our “Support Hubs”
PM	Learn good practices from your peers
	Public speaking workshop, ToastMasters Esbjerg
<i>DAY 5</i>	
AM	Marketing with zero budget
	"My idea in reality" – Interactive simulation game to identify the strengths and the weak spots of the idea.
PM	Cultural night – share your favorite food from back home in a nice company
<i>DAY 6</i>	
AM	Fundraising strategies
	Work on the project idea
	Open space/ Group discussions/ Support Hubs
PM	Talent show
<i>DAY 7</i>	
AM	"Dragons' Den"
PM	Evaluation
	See you soon evening

Contact:

If you want to take part in the training course please contact our coordinator **Mihail Mitev** at:

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