



READY TO BUILD
THE FUTURE?
YES.

June 27, 2018 – Brussels - #YESbxl



GIOVANI SI



Regione Toscana



Youth Entrepreneurial Spirit



COACHING YOU «SOCIAL»

Business consolidation
program for self-employed
workers and SMEs
in Lleida province
(Catalonia)



Generalitat de Catalunya
Departament de Treball, Afers Socials
i Famílies
Direcció General de Joventut



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FIRST OF ALL...

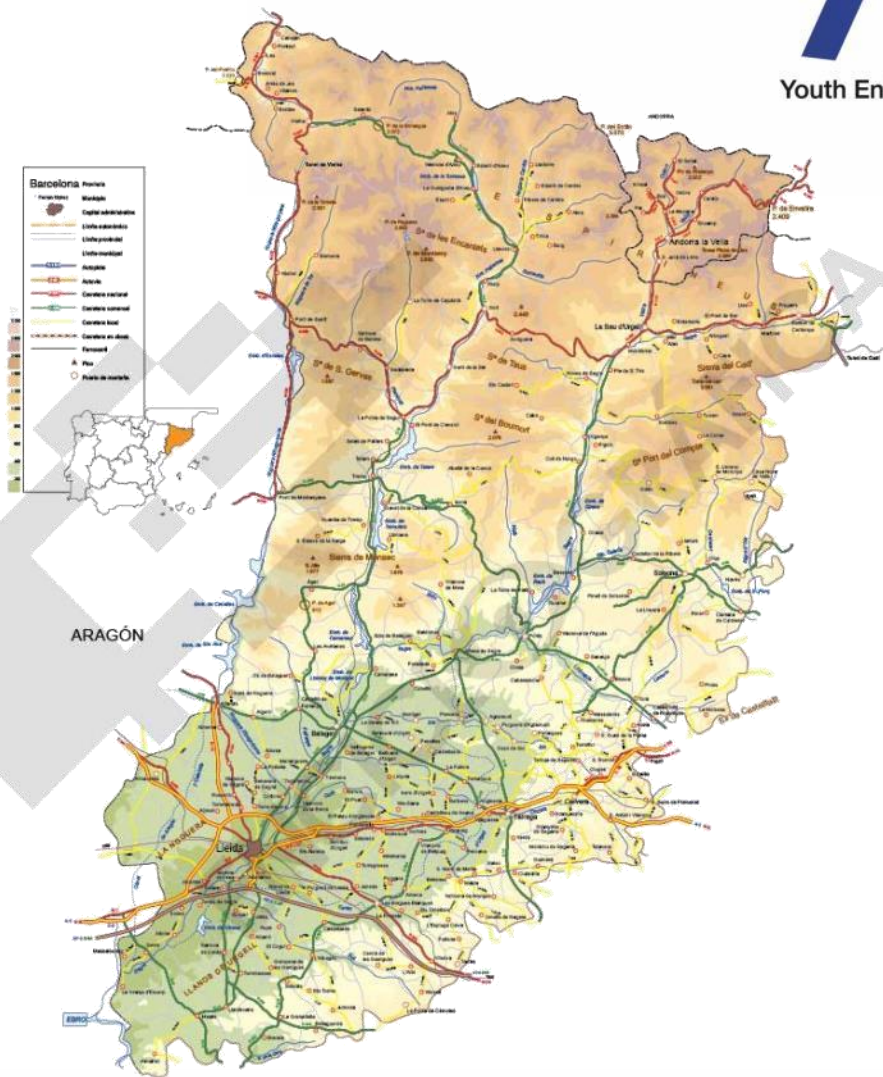
**WHERE
IS LLEIDA?
AND HOW, AND WHO...?**

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POPULATION: 432.384
BIGGEST CITY: Lleida – 137.327
NUMBER OF VILLAGES: 231
VILLAGES UNDER 500p:121
VILLAGES OVER 5.000p: 15

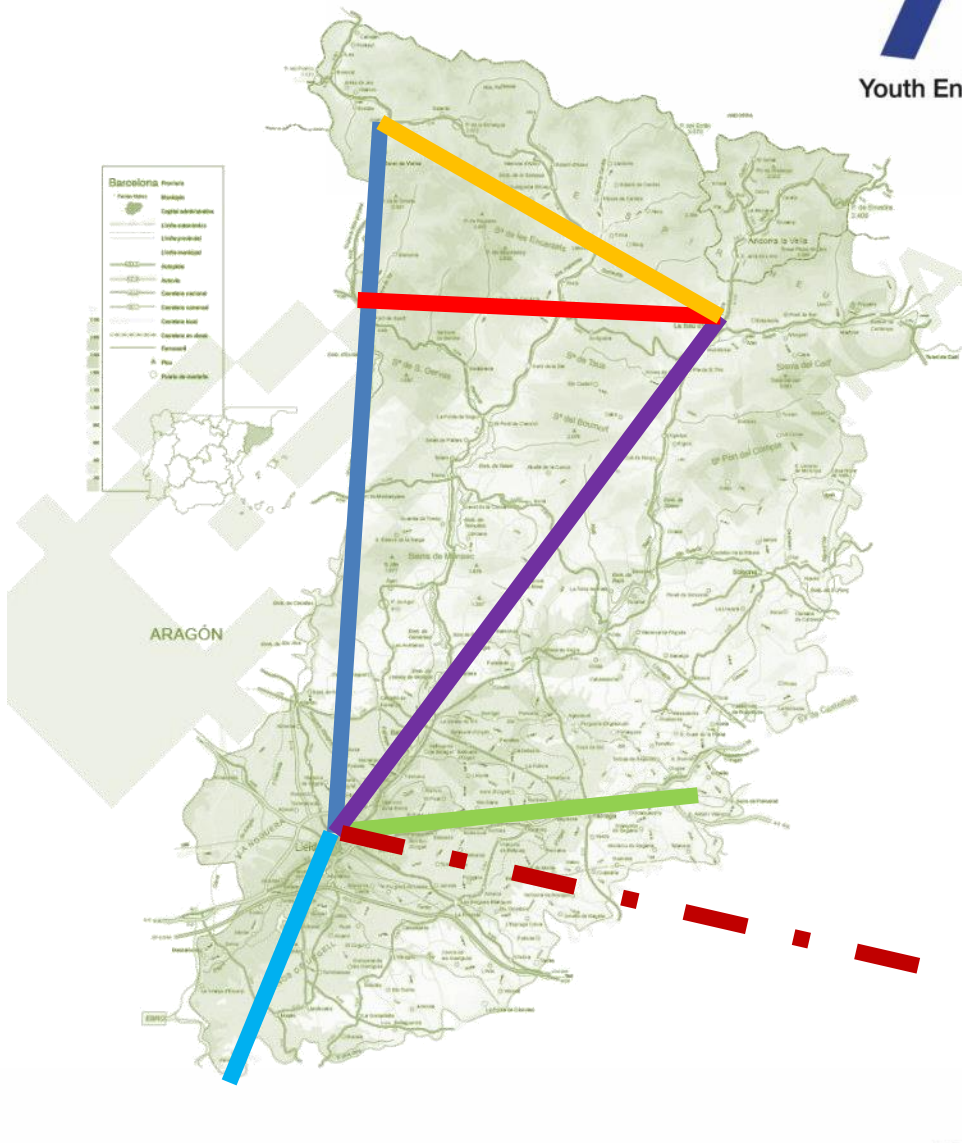
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BUT IT IS NOT ABOUT POPULATION, IT'S ABOUT TIME!

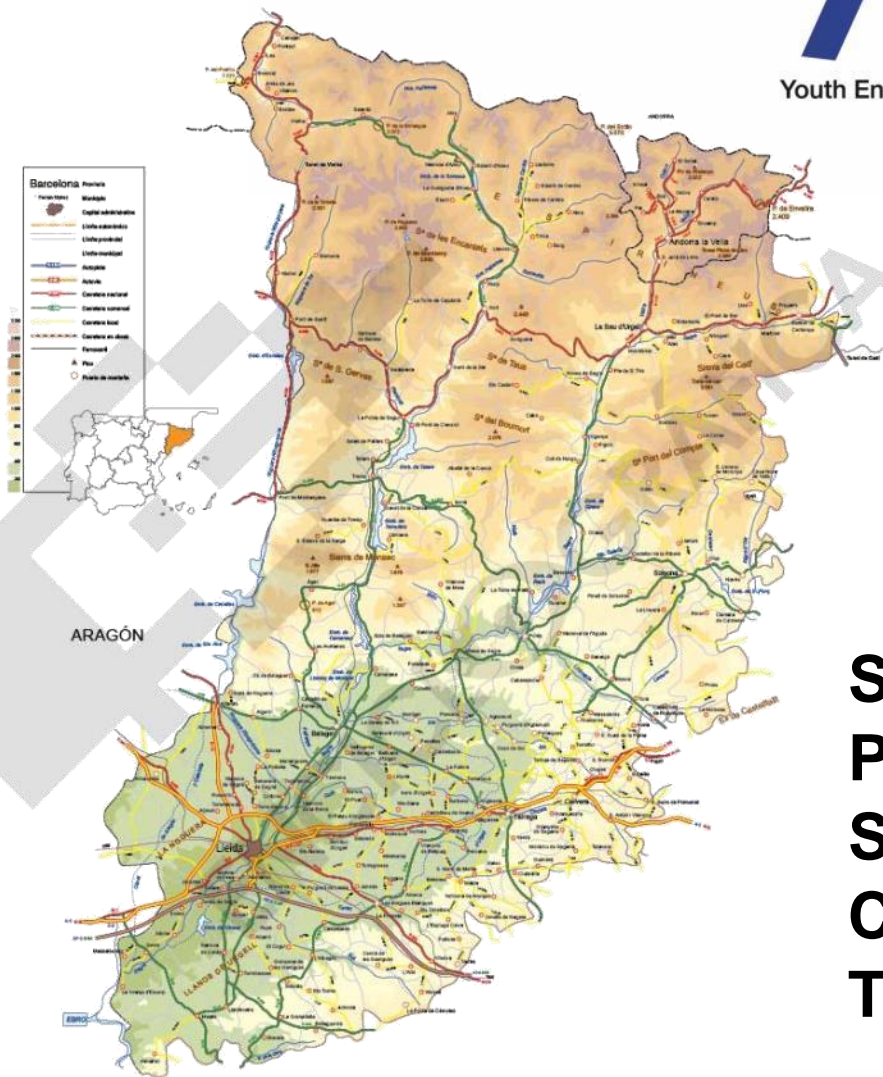
-  2:13h
-  2:12h
-  1:59h
-  1:46h
-  42m
-  31m
-  Barcelona by road – 1:55h
-  Barcelona by train – 65m



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SECTORS	Lleida	Catalonia
Primary	10,50%	1,70%
Secondary	14,20%	18,00%
Construction	8,20%	6,40%
Tertiary	67,00%	73,90%

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AIMS OF THE PROJECT «COACHING YOU»

- Identify the key success factors of your business.
- Define the challenges you face and define clear objectives to achieve.
- Structure and develop a customized action plan for each company.
- Guide projects that want to have a social impact

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CONTENTS

- ✓ Individual tutoring: diagnosis of the situation of the company and detection of needs. (2h)
- ✓ Group training "There is no business without a business model". (8h)
- ✓ Individual tutoring: identify the key success factors. (2h)
- ✓ Specific group training according to needs (social impact, marketing, on-line presence ...). (5h)
- ✓ Individual tutoring: define an action plan. (1-5h)

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OK, BUT...

WHERE IS THE
«INNOVATION» THERE?

This seems another typical
entrepreneur training
program...

or not?



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OK, BUT...

«INNOVATION» is not in the
CONTENTS.

It's in the CREATION
PROCESS!



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PARTICIPATIVE CREATION PROCESS

WHERE DO YOU PLAN FROM? HOW? WITH WHOM?



OFFICE/DESK

STATISTICS/STUDIES

ALONE

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PARTICIPATIVE CREATION PROCESS

Old ways
won't open
new doors.

@Imperpsect

@imperpsect

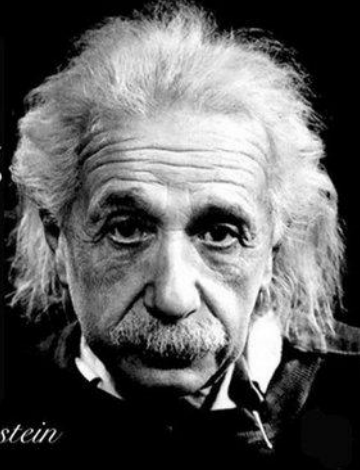
InstaRepost

If you want different results,
do not do the same things.

Albert Einstein

Insanity:
doing the same thing
over and over again
and expecting
different results.

- Albert Einstein



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FIRST STEP

WHE DIDN'T
KNOW WHAT
SOCIAL
ENTREP.
IS, SO...

LET'S FIND
PARTNERS!



Generalitat de Catalunya
Departament de Treball, Afers Socials
i Famílies
Direcció General de Joventut

Youth
Youth Programmes
Youth workers
Budget



Entrepreneurship
Bussiness nurseries
Budget



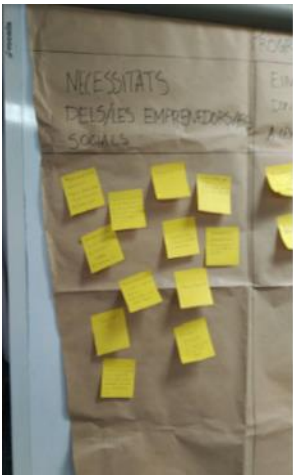
Experience
Knowledge about Social Entr.
Conctacts

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SECOND STEP

THO DISCUSSION GROUPS



Institutions, social business, specialists, youth workers...

Social entrepreneurs
Young people with ideas

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SECOND STEP

INTERESTING CONCLUSIONS AND PROPOSALS:

- Design a business that is economically sustainable over time.
- Generate the greatest positive social impact.
- Enhance innovation in projects.
- Facilitate contacts between social and non-social companies. Networking. Coworking?
- Coach the business to a social business model.

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SECOND STEP

AND NOT MUCH ABOUT...:

- Financial aid, subsidies ...
- Startup Credits.
- Sales channels, new markets.
- Physical spaces.

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THIRD STEP

RECONVERT THE EXPECTATIONS IN A PROJECT:

- Aims
- Budget
- Calendar

AND VALIDATION!

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FINALLY... THE SURPRISE!

NO NEED TO CREATE A NEW PROJECT.
WHY NOT TO IMPROVE AN EXISTING PROJECT?



AGE 16-35 (40y)
Youth led
Occupation for youngs
Social business
Improve social impact



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SOME NUMBERS...

2017 & 2018: 30 participants in «Coaching you»
7 in «Coaching you social»

Budget: 2016 – 4.000€ - participative desing
2017 – 8.000€ - «coaching you»
- 4.000€ - «coaching you social»

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... AND SOME FACES!

CODI 0
autochthonous eggs



Ecological eggs from a local chicken breed and foodies event space

TOLERÀNCIES
eating with illusion

TOLERÀNCIES
MENJANT AMB ILLUSIÓ



Food truck for sale of craft products and quality without allergens

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GRÀCIES!

THANK YOU



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i Famílies
Direcció General de Joventut

Víctor Saló i Jové
Participation and inclusion officer
vsalo@gencat.cat

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GIOVANI SÌ



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