

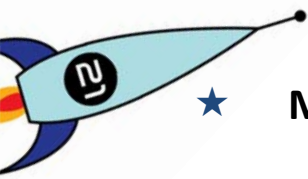
ENTERPRISE 21

*an East-West training course on managing quality
and initiatives in social organisations and youth work*

★ CALL FOR PARTICIPANTS ★

★ WHO, WHERE AND WHAT?

event type:	international training course
location & duration:	Kobuleti, Georgia ■ June 26th – July 4th, 2012
organizer:	INEES (Luxembourg)
host:	Academy for Peace and Development (Georgia)
participants:	24 participants from the East and West of Europe and beyond
main donor:	National Agency for Youth in Action in Luxembourg (Action 3.1)



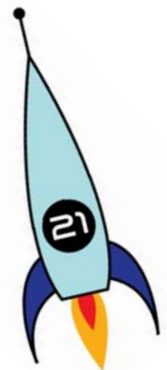
★ MAIN ELEMENTS AND CONCERNS OF THE TRAINING COURSE

- building up **competences** in core areas of **youth work management**
 - strategic management & marketing
 - organisational management & human resources management
 - PR & promotion
 - financial management & fundraising

- let's work on **the bigger picture!** How can we use management to ensure the following in our youth work:
 - ... creativity?
 - ... quality and impact?
 - ... recognition and sustainability?
 - ... entrepreneurship and employment?

- **East – West!**
 - getting to know each others' cultures and realities of youth work
 - sharing best practices in youth work

- **ENTERPRISE 21 goes on! ... the future ...**
 - elaboration of organisational 360-degree Business Plan
 - Youth in Action and future partnerships/projects



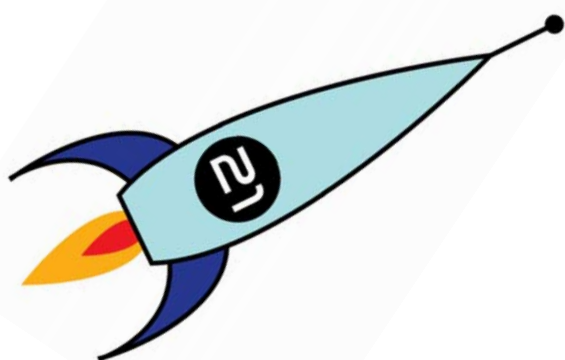
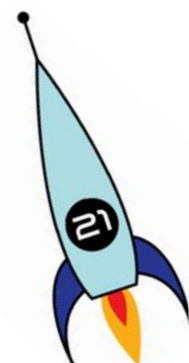
★ APPROACH

The training course will be based on the **specific needs of the participants and their organisations** and will be **highly participatory**. Diversity, e.g. in the group of participants, will be considered as a resource for the **building-up and transfer of competences**. There will only be few frontal lectures, the main part of the training course will be delivered in the form of **practical sessions implemented by the participants in a learning-by-doing fashion**. The trainers will take care of creating a **supportive and safe learning environment**, where participants are encouraged and coached while **mastering challenges** that contribute to their **personal, professional and organisational development**. Special attention is paid to making the learning points of the training course **relevant, sustainable and transferable**, eg by giving **ample room for reflection and assessment**, by producing exhaustive documentation and by providing templates and guidance for **tailor-made development and action plans**.

★ PROFILE OF PARTNER ORGANISATIONS

All **partner organizations** in this training course meet the following criteria:

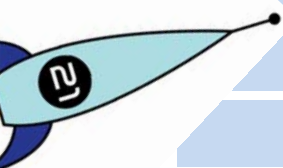
- a) ... you work (among other) **with and for youth**
- b) ... you work for the **benefit of society**
- c) ... you share, promote and live **European values**, especially solidarity, respect, intercultural dialogue, unity in diversity, cohesion, inclusion and participation
- d) ... you have a strong interest in **East-West co-operation**
- e) ... you have a strong **local and/or transnational dimension** in your projects
- f) ... you are **situated in any of the following countries**: EU member state or Armenia, Azerbaijan, Belarus, Croatia, Georgia, Iceland, Liechtenstein, Moldova, Norway, Switzerland, Turkey, Ukraine





★ LIST OF PARTNER ORGANISATIONS

COUNTRY	ORGANISATION
Luxembourg	INEES asbl
Armenia	Armenian Progressive Youth
Azerbaijan	Azerbaijan Youth Platform
France	CRASIC
Georgia	Association ATINATI
Moldova	CEDES
Poland	Semper Avanti
Sweden	Internationella Arbetslag
Ukraine	Academy of Ukrainian Youth
United Kingdom	English Law Students' Association
Hungary	TE IS Alapítvány
Georgia	Academy for Peace and Development (APD)



★ THE TEAM



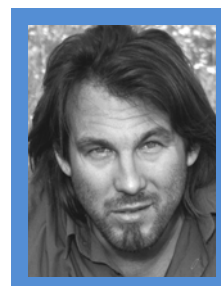
Ágnes Gyólai
INEES • Luxembourg



Giorgi Kakulia
APD • Georgia



Zora Csalagovits
TE IS • Hungary



MarCus Vrecer
coobra • Austria



★ PROFILE OF PARTICIPANTS

The training course targets at participants of intermediate level of experience, in other words no total beginners, neither total experts. Participants to the training course should meet the following criteria:

- a) ... you are **actively involved in your organisation**
- b) ... you are able to attend for the **full duration of the event** and you are able to fully **communicate in English**
- c) ... you are in a position to **follow-up on the outcomes of this training course** in your organisation via active youth work

★ RECRUITMENT AND REGISTRATION OF PARTICIPANTS

Each partner organisation can send **two participants** to the training course. It is mandatory to register them using the following **online form**:

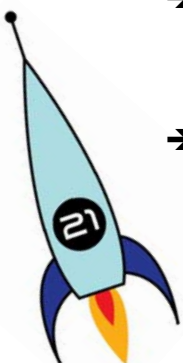
<https://docs.google.com/spreadsheets/viewform?formkey=dGpiYzV6X083X2xMYWVqQ2INaE0zNIE6MA#qid=0>

The **deadline** for receiving the registration of your participants via the online form is **May 20th of 2012**. If you fail to meet the deadline, your place is given to the open market for other organisations from your country.

★ CONDITIONS AND ARRANGEMENTS

The training course will take place from **June 26th – July 4th of 2012 in Kobuleti, Georgia, at the Black Sea coast**. Financial support has successfully been sought for at the Luxembourgish National Agency for the European Commission's programme "Youth in Action" (action 3.1 / Eastern Partnership Youth Window). Thank to the funding, we can offer the following conditions:

- ➔ The international **travel costs are covered with 70%**, up to the maximum amount indicated below.
- ➔ Board, lodging, visa costs, local transports, all materials and the content of the training course are fully covered for a **participation fee of EUR 40**.
- ➔ You are in charge of arranging **your own insurance** for your travel and stay in Georgia.





★ MAXIMUM TRAVEL COSTS

COUNTRY	ORGANISATION	100% OF TRAVEL COST (per person)	70% OF TRAVEL COSTS (per persons)
Luxembourg	INEES asbl	400	280
Armenia	Armenian Progressive Youth	30	21
Azerbaijan	Azerbaijan Youth Platform	30	21
France	CRASIC	450	315
Georgia	Association ATINATI	15	10,5
Moldova	CEDES	550	385
Poland	Semper Avanti	450	315
Sweden	Internationella Arbetslag	500	350
Ukraine	Academy of Ukrainian Youth	300	210
United Kingdom	English Law Students' Association	480	336
Hungary	TE IS Alapítvány	450	315
Georgia	APD	10	7

★ TRANSPORT DETAILS

Participants have several possibilities to arrive. The most common arrival point is **Tbilisi international airport**. Flights to Tbilisi mostly are operated by Austrian airlines, Lufthansa, Airbaltic, Georgian Airlines (Airzena), Turkish Airlines, Czech Airlines and Aerosvit, from Vienna, Munich, Istanbul, Amsterdam, Riga, Kiev, Donetsk and Prague.

For participants arriving from Armenia we recommend to use minibus connection to Tbilisi and for participants from Azerbaijan we recommend to use train connection to Tbilisi.

All participants will be picked up from the Tbilisi airport, train and bus stations. The organisers will also provide the return travel from Kobuleti to Tbilisi.

Please note that if some participants will stay longer for holiday reasons, the organizers will not provide them with transportation to the airport.





★ REIMBURSEMENT OF TRAVEL COSTS

The organisers will reimburse **70% of participants' travel costs from the home city to Kobuleti and from Kobuleti back home**, up to the amounts indicated in the respective table. Reimbursement of your travel costs can only be done upon submitting the **original tickets, invoices, boarding passes tags etc, or upon presenting the payment evidence along with the original ticket or e-ticket** (with the boarding pass wherever applicable), and submitting to us the respective copies. All the requested documents serve as supporting documentation for the project's final reporting and reimbursement.

Reimbursements will be done in EUR, based on the exchange rates recommended by the funding Youth in Action Programme National Agency, and the rules for reimbursement and reporting. Reimbursements will be done by bank transfer, so please also provide us with your international bank details.

Please note that travel between Tbilisi and Kobuleti will be organised by the APD, and that the cost for this trip are included in the maximum travel costs.

★ VISA ARRANGEMENTS

Participants do not need a visa to enter the territory of Georgia. Participants will need to have only valid international passports. **Please, check the validity of your passport before your departure.**

★ VENUE, ACCOMODATION AND FOOD

The training course will be held in Kobuleti (at the Black Sea costs in Western Georgia), at the **Hotel "Piramida"** (Address: 118a D. Agmashenebeli Str., Kobuleti, Georgia): <http://wikimapia.org/#lat=41.8392578&lon=41.7851257&z=13&l=0&m=b&v=8>

In the hotel, two - three participants of the same sex and different nationalities will share one room. The hotel provides towels and bed linen. There are toilets and bathrooms in the rooms. The seminar room and dining room are located in the same building. Organizers will provide participants with three times food per day and two coffee breaks.

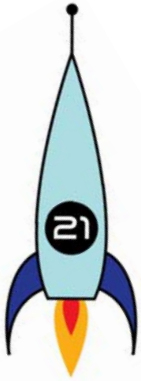
We strongly recommend to the participants to **inform the organisers about any special needs** they might have, such as eg dietary restrictions.





★ WEATHER

In June and July in Kobuleti it is usually quite warm weather. Normally, the temperature is **around 20-25 C**, but sometimes it can be colder or rainy, so please be prepared.



★ ADVISES

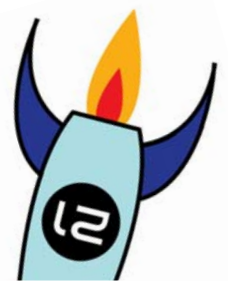
- Be very **careful when crossing streets**, as many drivers are not careful, drive very fast and don't care about pedestrians.
- Please refer to your bank whether you are able to use your credit card in Georgia. In general, we recommend that you **bring the money you need in cash**. The exchange rate is 1 EUR = 2.21 GEL (Georgian Lari)

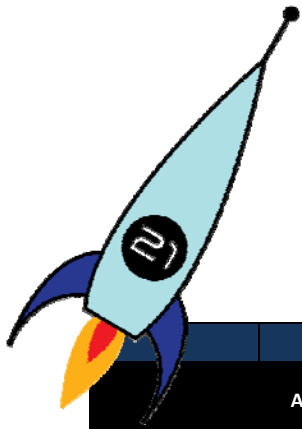
★ PREPARATION BY PARTICIPANTS

- please be ready to present your organisation and the **reality of youth work in your country/region**.
- together with your organisation, please assess the **needs of your organisation in relation to training course**.
- please bring some **typical food & drinks from your country**.

★ CONTACT DETAILS

COORDINATOR	<p>Ágnes Gyólai (INEES) tel: +352 621 496 752 (mobile) tc.enterprise21@gmail.com</p>
HOST IN GEORGIA	<p>Giorgi Bukia (APD) phone: +995 555 285000 (mobile) george.bukia@gmail.com tc.enterprise21@gmail.com</p>





ENTERPRISE 21

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June 26th – July 4th, 2012 ★ Kobuleti, Georgia

	day 1	day 2	day 3	day 4	day 5	day 6	day 7	day 8	day 9
	ARRIVAL (α)	SETTING THE BASIS	CREATIVITY & MARKETING	PR & PROMOTION	ENTREPRENEURSHIP & EMPLOYMENT	HUMAN ORGANISATION	FINANCES	CRISIS & THE FUTURE	BYE BYE (Ω)
8.00 – 9.30	<i>arrival</i> <i>transfer to Kobuleti</i> <i>check in @ venue</i>	breakfast							
9.30 – 10.00		<i>quality time</i>	learning diary & business plan						
10.00 – 11.30		official opening & introduction	creativity I: basics & conditions	branding and positioning	manager, leader, entrepreneur? me?	organizational management	fundraising & diversifying sources of income I	crisis management	
11.30 – 12.00		coffee break							
12.00 – 13.30		group building	creativity II: practical exercises	classic PR and promotion	corporate social enterprises & employability	information, communication & knowledge	fundraising & diversifying sources of income II	solo: my business plan	
13.30 – 15.30		lunch							
15.30 – 17.00		youth work? East-West session!	marketing I: analysis and tools	viral marketing & web 2.0	regional discovery & Georgian night	volunteer & staff management (I)	financial management	partnership building	
17.00 – 17.30		coffee break				coffee break			
17.30 – 18.30		map of management	marketing II: strategy and performance	low budget PR		volunteer & staff management (II)	accounting and reporting	evaluation	
18.30 – 19.00		steaming groups				steaming groups			
19.00 – 20.00		<i>quality time</i>				<i>quality time</i>			
20.00 - 21.00		dinner				dinner			
21.00 - ☺		welcome eve	quiz show	NGO cocktail party	intercultural evening	optional: YiA	hunting for pearls	C U soon party	

departure