

WORKSHOP SCENARIOS

For Youth Workers

To help youngsters in developing
their business ideas in an exciting way

Creative Start-Ups in Rural Areas

„Rural Buzz”

Erasmus+ Strategic Partnership in the field of youth

2018



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Introduction

In this publication you can find 7 workshop scenarios, which are created for youth workers, who would like to support youth in developing their business ideas. The workshops scenarios cover such topics as business idea presentation, business model, market research, financing of a start-up, marketing and public relations, business networking and the use of ecommerce platforms.

Each workshop scenario includes learning objectives, methodology and detailed instructions for a 1 hour and 30 minutes workshop. Various methods used in the workshops – presentation, discussion, case stories, brainstorming, group work, simulation and role playing – as well as the use of ICT tools and gamification will allow youngsters to work on their business ideas in an exciting and playful way.

The workshop scenarios have been produced by 3 NGOs representing the north, east and south of Europe: Green Elephant Foundation from Poland, Folklore Company of the Varnava municipality of Marathon from Greece, and the association Creative Ideas from Latvia, within the Erasmus+ Strategic Partnership in the field of youth “Creative Start-Ups in Rural Areas” (2017-2018) financed by the Erasmus+ program.

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Public speaking & business idea presentation

Created by Green Elephant Foundation, Lublin, Poland

Why it is important?

It is believed that everyone at least once in a lifetime will have this pleasure to give a public speech/ presentation either on a private or professional level: students, representatives of different professions and more than anyone else entrepreneurs and entrepreneurs “to be”... Sometimes, public speaking skills are “to be or not to be” for a newly established businesses or ideas, the decisive factor of having or not having a grant, investor and to succeed.

Did you know that public speaking has been cited as the number one fear of Americans? No? Now you know you are not alone and there are ways to practice and improve your public speaking and presentation skills!

Learning objectives:

To raise knowledge and skills on public speaking and, more specifically, presenting a business idea.

By the end of this session participants will:

- become more aware of their body reactions in different possibly stressful situations linked to public speaking;
- discover the ways of managing the body and mind reactions if it comes to public speaking,;
- learn tips how to construct an interesting presentation;
- exchange tips and public speaking experiences with the others.



Methodology:

- simulation
- discussion
- group work
- TED video

Materials and preparation:

- Projector and screen
- TED video prepared with subtitle in working language if needed
- Post-its with the numbers written on it (1,2,3 etc – the number of the participants in the group)
- Presentation or the flipchart with the TED talk tips listed
- Flipchart, sheets of paper, markers for brainstorming in groups

Content:

1. 1 minute fame simulation
2. Body language and public speaking
3. Tips for giving the presentation
4. Debriefing – what did I learn

Instructions for a 1 hour 30 min workshop:

1. 1 minute fame*:

(Approximately 30 minutes: 1min x number of participants + 10 minutes for introduction and debriefing)

Distribute post-its with numbers to participants, possibly while they are entering the working room, without any further explanation. When you find them all seated, explain they will have full 1 minute to talk about themselves/ share the story. The order will be random and known at the moment of choosing the number by the facilitator. Give the group up to 5 minutes to get ready (think about what to say).

Facilitator should pick first random number and signalise the start and the finish of time. The participant-presenter should take place on a chair or stand in front of the group, at a distance. The activity follows until everyone uses their 1 minute.



Ask participants:

- How do you feel now?
- How did it feel like to speak in front of the group? (body reactions, thoughts)
- How was the preparation process?
- What was helpful for you and what was not supportive?
- Have you ever been in such situation in your life? How was it similar/ different to this exercise?

Do not forget to ask participants if they need something to get back to the mood, as for some of them the level of stress can be higher than for others and an additional activity might be needed to release the stress.

*This simulation works best with the groups who are not very familiar with each other. If the group feels too comfortable, the effect may not appear. For the groups like a class or similar we recommend visualisation (ask them to close their eyes and ask the questions to visualise the moment they were in the situation of public speaking or giving the presentation; then divide the group into smaller teams and ask them to list the feeling from their body they had during the event they imagined)

2. **Body language in public speaking**

(30 minutes: 20 minutes of video + 10 discussion)

In order to link the video with the previous activity, ask the group if it is possible to train the body not to react to stress of public speaking in a certain way. You can also ask what do they know about body language.

Present the TED video “Your body language may shape who you are” by Amy Cuddy:

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

Ask the group:

- What was the video about for you?
- Have you ever heard about such connection?
- What interesting or new did you hear?
- How this can be related to public speaking?



3. Tips for perfect presentation

(20 minutes):

Apart of preparing the body, we can organize the background for our public presentation. Ask the group how did they like the presentation given by the speaker from the video and ask if they have ever seen other TED speeches. If yes, ask them to write down (can be in smaller teams) what did they like in the presentations, what made the presentations interesting. If nobody in the group watch TED, ask about other presentation they saw or heard and liked the most (any teacher, session, workshop, lecturer etc.)

Ask the teams to share they lists on plenary.

Using power point (or other) presentation or simply a flipchart present the tips from the article "How to Become a Master at Public Speaking, According to The Guy Who Runs TED Talks" by Chris Anderson: <https://medium.com/the-mission/how-to-become-a-master-at-public-speaking-according-to-the-guy-who-runs-ted-talks-d65433eb057d>

Discuss the tips with the group. It is recommended to ask the group if they agree and to give examples from their life, before explaining specific points in detail.

4. Debriefing:

(10 minutes):

Ask each person to share their WOW or AHA moment from the workshop, in other ways, what they found especially interesting. Encourage everyone to explain in detail, why this specific moment was special for them and ask how this can be applied in their life.



Business model

Created by the Folklore Company of Varnavas, Municipality of Marathon, Attica-Greece

Why it is important?

A business plan helps to prove whether or not the business idea is worth implementing. A

good business plan can help to secure finance, prioritise efforts and evaluate opportunities.

Most business plans fall into one of two common categories: traditional or lean start-up.

Traditional business plans are more common, use a standard structure, and encourage to go into detail in each section.

In contrast, lean start-up business plans are less common but still use a standard structure. They focus on summarizing only the most important points of the key elements of your plan. They are typically only one page long.

Learning objectives:

To raise knowledge and skills for producing a simple and efficient business plan.

By the end of this session participants will:

- understand the importance of business planning
- get acquainted with the most popular methods of business planning
- learn how to use Lean Start-up Canvas
- learn how to use modern communication/gamification tools

Methodology:

- presentation
- discussion
- case stories
- group work
- simulation
- gamification (using mostly ICT tools)



Materials and preparation:

- Smartphones or tablets
- Large sheets of paper (e.g. A1)
- Markers in different colours
- Printout with the Lean Start-up Canvas (A3 or larger)

Content:

1. Importance and methods of business planning
2. Introduction of Lean Start-up Canvas
3. Examples of Lean Start-up Canvas
4. Group work to create own Lean Start-up Canvas
5. Testing knowledge

Instructions for a 1 hour 30 min workshop:

1. Welcome and introduction, work rules:

(5 minutes)

Welcome all participants in this session. If you did not before, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. Divide the group of participants into 3-4 teams.

2. Importance and methods of business planning

(10 minutes)

Ask youngsters why, in their opinion, people with business ideas should produce a business plan and in which situations, e.g. to involve a business partner or to convince an investor. Based on the opinion expressed by the young people, explain the importance of business planning and advantages of producing a business plan.

Shortly introduce the two main categories of business plans – the traditional business plan and Business Model Canvas/ Lean Start-up Canvas.



3. Introduction of Lean Start-up Canvas

(20 minutes)

Introduce youngsters to the Lean Start-up Canvas, a modified version of Business Model Canvas for start-ups and name its advantages.

Distribute to the groups printouts with Lean Start-up Canvas model.

Shortly explain each of 9 Lean Start-up Canvas blocks:

- Problem;
- Customer Segments;
- Unique Value Proposition;
- Solution;
- Channels;
- Revenue Streams;
- Cost Structure;
- Key Metrics;
- Unfair Advantage.

Show youngsters a few good examples of Lean Start-up Canvas, using famous products that youngsters know, e.g. Uber.

4. Group work to create own Lean Start-up Canvas

(40 minutes):

Ask participants to discuss their business model and fill in the 9 blocks of printouts with Lean Start-up Canvas model.

After about 25 minutes of teamwork (or less, if they managed to do the task fast), ask youngsters to present their business model and get feedback from peers

5. Results and conclusion:

(15 minutes)

Please prepare some questions about the business model and using an ICT tool do a small competition. Tools that can be used: Kahoot! (<https://goo.gl/cbuvyC>), Quizizz (<http://goo.gl/O3PVEf>) or Socrative (<http://goo.gl/uflkdp>).

Please consider to have some prizes with you, to award 3-5 best persons (depending on the activity, numbers of questions and group size).



Market research

Created by the Association Creative Ideas, Riga, Latvia

Why it is important?

Business market research is one of the most important steps to understand and evaluate the business idea and its viability. Market research is the process of collecting data to determine whether a particular product/service will satisfy the needs of potential customers/target group. With effective market research, we can gain invaluable information about competitors, economic shifts, demographics, the current market trends and the spending traits of customers/target group.

Learning objectives:

To raise knowledge and skills to produce a qualitative and sufficiently informative market research.

By the end of this session participants will:

- understand the concept of the market research
- know the most effective ways to obtain the necessary information for the market research
- know what is the most important elements of the market research
- know how to evaluate the business idea's compliance with market and customer requirements

Methodology:

- presentation
- discussion
- group work
- simulation



Materials and preparation:

- Projector and whiteboard for presentation
- Laptops or smartphones with internet access
- Large sheets of paper (e.g. A1)
- Markers in different colours
- Big post-it notes

Content:

1. Concept of market research
2. Steps of development of market research – searching, segmentation, interviews, analysis, interpretation
3. Workshop: scope your own research project
4. Analysis of the results obtained

Instructions for a 1 hour 30 min workshop:

1. Welcome and introduction, work rules:

(10 minutes)

Welcome all participants in this session. If you did not before, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and inform about teamwork rules.

After that it is a good idea to divide the group of participants into smaller teams (3-5 persons).

Inform young people that at the end of the session they will have to vote for the best group work.

2. Concept of market research

(10 minutes)

Give a short presentation about concept of market research, why we should do it and what are the benefits of it.



3. Steps of the market research process

(20 minutes)

Give a short presentation about main steps of market research and tell what is the most important part of each step:

- searching for information;
- segmentation;
- interviews;
- analysis;
- interpretation.

4. Workshop: scope your own research project (40 minutes)

(5 minutes)

At the beginning of the workshop, shortly tell about main tasks and the desired results. Give necessary handouts.

(20 minutes)

Ask all groups to choose a specific business idea and try to get the necessary information for a market research in accordance with the presentation hear before and the handouts.

(15 minutes)

All groups prepare a short presentation about their business idea and the results of the market research. Based on the results of the market research, groups present reasons why their business idea is viable and demanded or why it cannot grow further.

5. Analysis of obtained results

(10 minutes)

At the end of the workshop ask participants to tell their own conclusions, which they consider to be the most important part of market research and why. You can use ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>) to collect the answers.

After discussion ask participants to vote for the best market research presentation.



Financing

Created by the Folklore Company of Varnavas, Municipality of Marathon, Attica-Greece

Why it is important?

Finding finance is one of the biggest challenges a new company can face and unfortunately one of the most common reasons why smart and ambitious ideas are not implemented.

Funding is the fuel on which a business runs.

Finding finance is one of the most important tasks facing any small business owner. It can seem like a daunting prospect, but all small businesses need to raise cash somehow. The way in which someone achieves this will vary depending on the nature of his business and his personal circumstances. Some businesses will need more start-up capital than others. Some will secure it more easily. But every business, regardless of its ambitions, needs to start somewhere.

A business can take different avenues to attain funding, and more than one option can be used. This workshop is designed to build knowledge and allow the sharing of good practice about existing mechanisms of financing, and the necessary conditions for acquiring appropriate funding for starting a business.

Learning objectives:

To increase awareness regarding the importance of a financial plan and explain each of the activities, resources, equipment, and materials that are needed to achieve a business's objectives as well as the timeframe.

By the end of this session participants will:

- know different possibilities of financing
- know “How? When? How much? Who?” of a successful business financing
- learn about modern financial tools
- understand how each tool can be used



Methodology:

- discussion
- brainstorming
- presentation (illustrations, analysis using multimedia tools)
- gamification (using ICT tools)
- role playing (“direction-scenery”, act-playing roles, discussion)

Materials and preparation:

- Smartphones or tablets
- Large sheets of paper (e.g. A1)
- Markers in different colours
- Furniture for the “direction” of the scene for the role play
- Participants will receive printouts of the slides that interest them

Content:

1. Why financing is important
2. How to fund your start-up
3. How start-up funding works
4. Testing knowledge and skills

Instructions for a 1 hour 30 min workshop:

1. Welcome and introduction, work rules:

(5 minutes)

Welcome all participants in this session. If you did not before, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. Divide the group of participants into 3-4 teams.



2. Financial Plan

(10 minutes)

Explain to young people all the reasons why financing is important; ranging from survival in bad times to bolstering the next success in good ones. Moreover, explain to them that the financing possibilities are just as different as their needs can be.

Subsequently, analyse the importance and give instructions to young people in order to define the amount of initial capital they need to implement their idea.

Ask them to discuss in teams and write down the expenses they think they will have at the beginning and to add them to calculate the total amount.

At the end, ask one person from each team to describe the alleged initial costs and to share with others the total amount needed.

3. Financing ways

(45 minutes)

Introduce participants to the main financing ways fitting to their ideas:

- Bootstrap;
- Family and friends;
- Crowdfunding;
- Venture Capital;
- Angel Investors;
- Bank loan;
- Seed capital.

Analyse to the participants the advantages and disadvantages that each financial way could have in order to help them think which one suits better for their start-up idea. Moreover, give instructions and advice on how they can deal with more than one financial way.

In case of participants from different countries, be prepared to share information about specific crowdfunding platforms established in each country.

Subsequently, ask youngsters to use their smartphones or tablets in order to find a successful start-up business they may know. Ask them to search to its website or the internet to find out how this successful start-up was initially financed.

After about 10-15 minutes of research, ask one participant from each group to share their results with the others.



At the end, start a discussion and ask participants to discuss the reasons why that financial model was or was not the best option for the start-ups mentioned.

4. Skills obtaining

(20 minutes)

The aim of this session/ training method is to help participants obtain practical skills in order to negotiate, assert and persuade potential financier.

Ask participants from each group to volunteer. In case of three groups you will need two volunteers from each one (6 people totally) in order to direct three different plays:

- start-upper and banker;
- start-upper and a member of family;
- start-upper and an investor.

The plays take place in order (one at a time). Try to create the scenery as realistic as possible. If you are not able to take participants to physical locations (e.g. bank), try to put furniture and objects like in reality.

Give the trainees (e.g. banker) a personality profile and list of objectives that the other trainee (e.g. start-uppers) doesn't know about. Make the goal to determine the objectives. Ask "start-uppers" to use all their arguments in order to persuade their "co-actors" and to manage to secure funding.

At the end, ask all participants to discuss about the benefits of role – playing (building confidence, developing listening and persuasive skills, creative problem-solving).

5. Results and conclusion:

(10 minutes):

Based on the activities carried out ask participants to tell their own conclusions, which they consider to be the most suitable and more feasible financial tool for their idea and why.



Marketing and public relations

Created by the Association Creative Ideas, Riga, Latvia

Why it is important?

Marketing is crucial for the success of every business, profit or non-profit enterprises. The double aim of marketing is to attract new customers, promising the best value, as well as to keep already existing customers – continue to deliver a satisfaction. Marketing is not only about selling and advertising, like many people think, today's marketing has a new sense of satisfying customer needs. To succeed in business, marketers must pay close attention to the trends in a market and demand, and adjust their marketing strategies through applying the marketing mix – the set of marketing tools used to pursue marketing objectives in the target market. Furthermore, development of ICT and widespread availability of the Internet nowadays help businesses to in their development and promotion of their products.

Learning objectives:

To increase awareness regarding **marketing importance in business planning**, pointing out marketing strategy, its basic elements and their importance for successful business performance.

By the end of this session participants will:

- understand the essence of marketing and marketing strategy
- acknowledge the necessity of defining the target audience
- learn the core elements of marketing mix (product, price, place, promotion) and basic ways of it implementation
- be aware of possible ways how to promote a product /an idea with less investments nowadays – public relations, guerrilla marketing & the power of social networks
- improve networking and discussion skills



Methodology:

- presentation (illustrations, infographics, multimedia tools)
- discussions (including some case studies), group work
- group work
- simulation
- gamification (also applying ICT tools)

Materials and preparation:

- Smartphones or tablets
- Handouts introducing marketing mix elements (4P, or extended)
- Large sheets of paper (e.g. A1)
- Markers in different colours
- Big post-it notes

Content:

1. What is marketing
2. Marketing strategy and whom to serve – a target customer
3. Marketing mix elements: product, price, place, promotion
4. Low cost marketing and its importance nowadays
5. Testing knowledge

Instructions for a 1 hour 30 min workshop:

1. Welcome and introduction, work rules:

(10 minutes)

Welcome all participants in this session. If you did not before, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. It is a good idea to divide the group of participants into smaller teams (3-4 people).

Inform young people that they have to be very active, because at the end of the session you will do a short competition for them, or they will have a quiz (that is depending on the time left).



Using ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>) you can ask the participants what is marketing. As well, it is possible to ask young people to develop (in groups) their own definition of marketing using up to ten words. It is good to comment most frequent and common answers, and, moreover, to show most popular definitions, i.e. of marketing guru Ph. Kotler.

2. The concept of marketing and basic steps developing marketing strategy (15 minutes)

Topics:

- Marketing concept;
- Marketing strategy;
- Why is it needed;
- Target customer.

After introduction to the concept of marketing, also provide the explanation of marketing strategy and its aims. Further, during a short discussion you should make young people come themselves to the conclusion regarding the elements (mix elements) that should be included in marketing strategy in order to deliver an idea (which is not “shaped” into the final product yet) to a customer. Then, make another discussion – ask students whether it is necessary to deliver an idea to all customers in a market, either to be more concentrated and serve only a target market. After some answers explain the process of defining a target customer (segmentation, targeting, positioning) and give students a group exercise (about 5 minutes). Ask them to write on a flipchart (or sheet of paper) 8-10 features that can be used for market segmentation, after – to make several (1-2) combinations of these characteristics.

Hint: before the session you can prepare you own example of market segmentation and defining a target audience, in order to make the process clear and faster. Furthermore, you can simplify the process by giving each group a different type of product and ask them to propose characteristics of market segmentation aimed at this particular product. As well, make sure you have prepared the right amount of flip charts and markers, depending on the size of group.



3. Marketing mix elements and product life cycle

(25 minutes)

Introduce participants to the main marketing mix elements and their dependence from product life cycle's stage, including:

- Product life cycle;
- Product and main ways to differentiate it;
- Price and main strategies to determine it;
- Place and main ways to distribute the product;
- Promotion and its main tools.

Give each group / pair of students a handout shortly introducing marketing mix core elements – elements that help to make a product different from competitor's one and to enhance competitive advantages of their business idea. Firstly, ask youngsters to read the handout, secondly, ask them to think about possible rivals of their business idea / product, and, finally, ask each group to prepare a short description of the competitor's product marketing mix elements, applying information from handouts as well as using any information on the Internet.

After about 15 minutes of group work (or less, if they managed to do the task fast), ask one participant from each group to share their results with the others.

4. Low cost marketing and its importance nowadays

(15 minutes)

Introduce young people to the topics of public relations and low cost marketing and its most popular types nowadays, providing examples as well:

- Introduction to public relations;
- Low cost marketing – the essence;
- The power of social networks;
- Guerrilla marketing.

Regarding the topic of social networks, find out, which social networks they know/use and whether all of them are popular in their country. To summarize answers, use ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>), or you can record them on a flipchart. Ask participants to make a description of any social network (i.e. for Facebook, Twitter, Instagram, LinkedIn, etc., here you can choose any other social network known among the



audience), including possible pros-and-cons of this network and also mentioning either it is aimed at relationships B2C or B2B, and for which type of product (goods, services) it is good for. The results for the chosen network can be displayed on a flipchart, or made as a poster presentation, as well as using modern ICT tools for presentations. After about 10 minutes of group work, ask participants to present their results. It is good to comment the results and welcome students to discuss them, if time permits.

Afterwards, introduce youngsters to guerrilla marketing. Here, if time permits, you can show a lot of examples (images and videos). As a group work, ask students to mention advantages & possible disadvantages (or limitations for implementation) of guerrilla marketing (about 3 minutes) and share with the others. If time permits, ask participants to share any notable examples of guerrilla marketing from their countries.

5. Test and conclusion:

(10 minutes)

Based on the material displayed and discussions held during the session, give youngsters an assignment that will be evaluated in the final part of the project – ask students to make a short description of marketing the mix elements regarding their business ideas (group work) and include main aspect of developed marketing mix into the final presentation of their business idea

Moreover, you can prepare some questions about marketing, and using an ICT tool do a small quiz. Tools that can be used: Kahoot! (<https://goo.gl/cbuvyC>), Quizizz (<http://goo.gl/O3PVEf>) or Socrative (<http://goo.gl/uflkdp>). Please consider to have some prizes with you, to award 3-5 best persons (depending on the activity, numbers of questions and group size).



Business networking

Created by the Association Creative Ideas, Riga, Latvia

Why it is important?

Networking plays an important role in the success of new and existing businesses. Networking unites organisations and individuals, granting quicker, cheaper and higher quality access to resources, such as information, finance, human and physical resources.

There are various forms of business networking – from formal organisations like business associations to informal networking events and everyday networking activities like a lunch with a business partner.

Learning objectives:

To raise knowledge and skills for an efficient business networking.

By the end of this session participants will:

- understand the concept of business networking
- know the benefits of business networking
- learn the forms of business networking
- improve networking skills
- learn how to use modern communication/gamification tools in group work

Methodology (what teaching methods will be used during the workshop):

- brainstorming
- discussion
- group work
- case study
- simulation
- gamification (using mostly ICT tools)



Materials and preparation:

- Smartphones or tablets
- Handouts introducing one form of business networking
- Large sheets of paper (e.g. A1)
- Markers in different colours
- Big post-it notes

Content:

1. Concept and benefits of networking
2. Forms of networking
3. Networking skills
4. Testing knowledge

Instructions for a 1 hour 30 min workshop:

1. Welcome and introduction, work rules:

(10 minutes)

Welcome all participants in this session. If you did not before, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. It is a good idea to divide the group of participants into smaller teams (3-5 persons).

Inform young people that at the end of the session you will do a short competition for them.

Using ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>) you can have a brain storm by asking the group why should businesses network, what would they gain from networking and with whom (other businesses and organisations) should they network? After this you can discuss the answers with the youngsters.

2. Forms of networking

(40 minutes)

Give each group a handout introducing one form of business networking, for example:

- Business association / trade association;
- Co-working space;



- Networking events;
- Virtual platforms.

Ask participants to read the handout and prepare a short presentation (about 5 minutes) introducing the networking form. Ask each group to find on the internet an example of this form of networking in their country/locality.

After about 20 minutes of teamwork (or less, if they managed to do the task fast), ask one participant from every group to do a small presentation of their results.

3. Partners for networking

(25 minutes):

To simulate an exchange of business ideas and a search for partners, ask participants to create an „elevator pitch” – a 1 minute talk, around 130 words, including such aspects of their business idea as:

- Product (what is it?);
- Competitive advantage (why is this product better than others?);
- Market (potential customers, number of customers, their income level);
- Competitors;
- Business model (how the product will reach the customer).

After about 10 minutes of individual work, ask participants to work in pairs by presenting to each other their business idea and looking for possible cooperation. Ask every participant to exchange his business idea with 3 other young people.

After about 10 minutes of work in pairs, ask participants to share the best networking ideas.

4. Test and conclusion:

(15 minutes)

Please prepare some questions about the business networking and using an ICT tool do a small competition. Tools that can be used: Kahoot! (<https://goo.gl/cbuvyC>), Quizizz (<http://goo.gl/O3PVEf>) or Socrative (<http://goo.gl/uflkdp>).

Please consider to have some prizes with you, to award 3-5 best persons (depending on the activity, numbers of questions and group size).



E-commerce platforms

Created by the Association Creative Ideas, Riga, Latvia

Why it is important?

E-commerce is a business model that enables a firm or individual to conduct business over an electronic network. Buying and selling goods on the Internet is one of the most popular examples of ecommerce.

The primary benefits of ecommerce revolve around the fact that it eliminates limitations of time and geographical distance. All you need is a wonderful idea, unique products and well-designed website to reach your precious customers to sell your products and services!

Learning objectives:

To raise knowledge and skills to efficiently use the e-commerce opportunities and tools.

By the end of this session participants will:

- understand the concept of e-commerce
- know the benefits of e-commerce
- learn the most popular e-commerce marketplaces & platforms for creative start-ups
- improve understanding of e-commerce strategies
- learn how to use modern communication/gamification tools in group work

Methodology:

- brainstorming (using ICT tools)
- discussion
- case stories
- group work
- simulation



Materials and preparation:

- Smartphones or tablets
- Large sheets of paper (e.g. A1)
- Markers in different colours
- Big post-it notes

Content:

1. Concept and benefits of e-commerce
2. Examples of e-commerce marketplaces & platforms
3. Case stories of opening and managing an online shop
4. Group work to create an e-commerce strategy

Instructions for a 1 hour 30 min workshop:

1. Welcome and introduction, work rules:

(10 minutes)

Welcome all participants in this session. If you did not before, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. It is a good idea to divide the group of participants into smaller teams (3-5 persons).

2. E-commerce marketplaces & platforms

(20 minutes)

Using ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>) you can have a brain storm by asking the group what e-commerce marketplaces & platforms do they know.

After collecting the results you can show the most popular e-commerce marketplaces & platforms and discuss personal experience of online shopping with the youngsters.

Show youngsters some examples of successful online shops in their countries/localities.

Finally, ask youngsters what are the advantages of buying and selling products online.



3. Opening and managing an online shop

(20 minutes)

Provide youngsters with a high-quality video introducing a practical case story of an online shop (e.g. an Etsy shop), for example “Should you start an Etsy shop? Selling, Shipping, and Pricing Handmade” by @laurenfairwx

(<https://www.youtube.com/watch?v=kYtEw2NZSGo&feature=youtu.be>)

Ask youngsters to listen carefully and make notes of the most important facts that should be taken into account when opening and managing an online shop.

After watching the video, ask youngsters to discuss their notes in groups and then share their conclusions with other groups.

4. Creation of an e-commerce strategy

(30 minutes)

Ask participants to discuss in groups e-commerce strategy for their business idea (e.g. own e-shop/use of platforms/combination). Also ask them to think about the ways to promote sales in their online marketplace.

Groups should prepare a short presentation on their e-commerce strategy and justify their choice.

After about 15 minutes of teamwork (or less, if they managed to do the task fast), ask youngsters to present their strategy and get feedback from peers

5. Conclusions

(10 minutes)

Ask participants to share the most important lessons learned regarding e-commerce and online marketplaces.



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