

WHICH SUPPORT AND FROM WHOM YOUNG PEOPLE FROM CHALLENGING AREAS NEED TO SET UP OWN ENTREPRENEURIAL INITIATIVES?

Results of the Polish part of survey

Support	Frequency questionnaire	Frequency interview
Complex support	32	3
Carrier/entrepreneurial counselling	18	2
Financial support	12	3
Institutional support	8	1
Support in developing entrepreneurial competencies	8	1
Organisational support	5	1
Business support	5	1
Support groups	4	2
Support from family, friends, teachers	3	3
Coaching	3	
Good examples, best practice	3	
Getting "full" information	2	2
Psychological support	2	1
Encouragement	2	1
Social support	1	1

CARRIER/ENTREPRENEURIAL COUNSELLING

Young people must be heard by competent advisers. At the stage of formulating a business idea, it is necessary to name the elements of own enterprise. Young people often focus on the chosen aspect of running a business (eg what I will sell and to whom) and don't deepen this analysis and do not think about the entire marketing strategy. But when they have the opportunity to talk about their ideas they are great in diagnosing gaps in the original concept. Young people also need financial support. It is available as part of different programs with different rules and to a different extent. Before they make a decision, they should be able to learn all the available options.

Young people first of all need substantive support and help in preparing the necessary documentation. It would be necessary to enable them to contact people professionally involved in the area of entrepreneurship, eg associations, foundations, public institutions. They need help in defining the chances of success of a business idea (eg simulation and educational games, a company to be tested).

At the first stage: IDEA-it is important to have a support of a career counselor in order to determine the professional predispositions, strengths and weaknesses of the young person as well as analysis of the situation on the labor market including the industry of the planned business activity. At the stage of SETTING UP and DEVELOPING own entrepreneurial initiative, it would be important to provide a free support of an individual adviser who would help in dealing with formalities related to starting a business and indicate the possibilities of getting financial support for both setting up and development of own enterprise.

It would also be rational to conduct an audit for example after a year of running a business to take some restructuring steps (identify errors that hinder/disable the enterprise) or development steps (suggest ideas for expanding business, propose organizational solutions to expand the enterprise/hire new people).

HOLISTIC COMPLEX SUPPORT

At the beginning, a diagnosis is needed followed by pure coaching and support in development of attitudes. Entrepreneurial attitudes as well, but above it is the willingness to be willing to do things. So that they see the sense and the purpose of it and the purpose of long-term thinking and not just here and now. To let them build a support group for themselves. In the second stage, we can talk about training support and development of competences and qualifications. And finally a business plan. Three institutions cooperate in our project. Entrepreneurship is not our main goal, but rather to motivate young people to take up employment. We have three institutions that complement each other in terms of competence. The city is responsible for the first area, which provides social and material conditions ensuring the possibility to survive. Because this is a big problem: these young people do not often have money at all, so the first element is to provide them with something to eat and where to live. We have support in the form of a hostel. If you do not have a roof over your head you do not think about employment because this basic security need is not ensured. The second area is work with the pedagogue and this is provided by another organization. This is to work with what young people are facing: addictions, aggression. Such psychological and pedagogical support. And the third area is me and my institution - it's working on beliefs, developing entrepreneurship, making them willing to be active.

Single points of contact work well in Scotland. Young people who are looking for a way to enter the job market don't go to an intermediary but to a place that comprehensively offers you the best places

and directions to find the job and a person from challenging areas is more cared for. I took part in an international meeting, during which we were wondering how to activate unemployed people in Europe. And the general conclusion is that there should not be activities addressed to the unemployed but just professional activation for everyone who need it. Because activation can take place in many different ways; and unemployment is only a temporary situation, resulting either from the economic situation or local conditions. And if such points work well people will come there to improve their situation. It is also important to build partnerships around the problem. It is also about promoting such places / programs, encouraging young people, making them aware and convinced that everyone can come there and submit the idea. Promotion and summary events are important. Not the message: "Now we have a program for those who haven't managed to achieve anything. Come to us, give us your idea and maybe together we'll see if we can help you".

Support should necessarily be complex and complementary: support of business institutions in the field of know-how, support from institutions providing preferential loans or subsidies; local government support in the form of investment land base, lower tax rates, business incubators; central administration support: lower social contributions and taxes including a more transparent tax system.

SUPPORT IN DEVELOPMENT OF ENTREPRENEURIAL COMPETENCES

Courage and competences. This is why the easiest entrepreneurial behaviours such as social project are a good way to encourage young people to entrepreneurship.

Knowledge (know-how) and the possibility to test own ideas for business initiatives

Entrepreneurship is taught in schools as entrepreneurship can be taught. Nevertheless, the entrepreneurship which young people learn in the education process focuses on the formal foundations for running a business. What they don't learn is how to search for solutions and market niches. Such learning takes place both in high schools and at the universities.

SUPPORT FROM CLOSEST PEOPLE: FAMILY, FRIENDS, TEACHERS

Sometimes it's enough that your relatives show that they believe in young people: parents, a teacher, a friend or other people they meet on their way.

Young people need teachers and educators at all levels of education who would notice the talented, willing to learn youngsters and would push them forward towards development.

As for young people from disadvantaged backgrounds, sometimes a little support from the family or organization is enough. I remember a young man who came from a small village to an interview about participation in the project and he was not able to say even two words in a row. Each question I asked he answered "uhum". And when I asked him: "You know, I would like to change a fence on the street side (25 meters) could you tell me what to do best?" And when I entered the subject of a bricklayer, the man simply started speaking so passionately that he would not let me speak. He drew the project on the paper and calculated the potential costs. It was a real expert advice and I would entrust him with making this fence for me. But as a potential client I certainly would not have reached him, because he would not prepare the information materials by himself and the potential telephone contact might be very difficult with him. Thus I asked him whether somebody could support him and it turned out that he had a wife who could take care of communication and formal things for him. And this young man set up his enterprise that has been working well. For young people these barriers can therefore be just dealing with the formal issues, at the stage of contact with the customer, sales, etc. Although they may have a great idea and skills.

SUPPORT GROUPS, NETWORKS

According to me, young people with fewer opportunities often need to be in a team so called enthusiasts. They also need a network of contacts in the area of entrepreneurship and in the social sphere that gives support. As I have already mentioned mostly from other youngsters who succeeded.

After setting up a company they must be able to participate in a support group. The first period of running own enterprise is extremely difficult for them for many reasons and only the opportunity to confront their problems and successes with other young entrepreneurs gives a good reference point.

WHOSE RESPONSIBILITY IS TO DEAL WITH THE SUPPORT OF THE YOUNG ENTREPRENEURS WITH FEWER OPPORTUNITIES?

Results of the international part of survey

Responsibility	Frequency questionnaire	Frequency interview
Shared responsibility	12	2
Shared responsibility / NGOs	7	2
Shared responsibility/private sector, companies	5	1
Shared responsibility/public sector	5	1
Shared responsibility/society	4	
Shared responsibility/government	3	
Shared responsibility/ local authorities	3	2
Shared responsibility / schools	3	1
Government	3	
Local authorities	3	
Decision makers	1	
NGOs	1	
Society	1	

SHARED RESPONSIBILITY

I think that it is shared responsibility of various institutions: schools, NGOs, and labour market. I think that NGOs have a big responsibility and they could provide some opportunities for entrepreneurship too. It is school in which young people spend a lot of time and which shapes their skills so it is perceived to be responsible for this, but I believe that also NGOs, also institutions and actors of the labour market are although they don't assume it. So we don't stay in the bubble of the school, but of the society. NGOs could start to provide small start-ups, small social business so that in safe environment and with support young people could develop their ideas and their skills. Even the church, even public and private entities could generate this kind of business or jobs that people could

be employed and then move to their own initiatives. In Portugal the National Youth Institute is having a new edition of the training and grant programme for NEET youth. For the companies, I think that this kind of empowerment and entrepreneurial activities addressed to young people should be incorporated more in the CSR area.

When the state is missing, then it is up to civil initiatives and NGO's to fill the gaps. If we do not fill the gaps to support our youth, then we are creating a social time bomb of unskilled, unmotivated, low-paid workers. If, on the other hand, we support our vulnerable youth, we can develop a society where they create their own opportunities and success stories.

Mostly its the governmental programs however it has big role on NGOs to bring them active with several themes/areas and support their development. Society should also take part i mean individual citizens should also support their adaptation and becoming active and inclusion to social and economical life process. So several actors needs to involve in full social inclusion of young entrepreneurs.

Local authorities and local community are first who have the responsibility to encourage young entrepreneurs.

Professionals can work with them, as a motivators, as a psychological help, to improve their social skills, communication skills, as a connection with potential personal mentors, as a connection for free education etc. The government and city must provide funds for that purpose.

NGOs, municipalities, schools, companies. We have a company in our consortium that helps small entrepreneurs take their first step, so there is initial help for young people to feel safe to start their business.

Not defined clearly in Greece. De jure - it is the Welfare Central Administration (Ministry of Employment) that is charged with this support, De facto- only the Municipalities and the NGOs take ownership of the problem and, occasionally, provide solutions.

Various partners, mainly on local/regional level: NGOs, municipality, companies, social security, schools, etc.

State(grants and inclusion mechanisms), private sector (income and education), NGOs (social network and education)

It must be a systematic and coordinated support by all involved parties. NGO sector, private sector and public sector.

Prince's Trust they have advisers in our local area and we work with them, to empower them. We often refer young people to each other and both organisations are working to help them. There are also other organisations that offer different kind of support. The more support it is the more chance the young person has to succeed. So these partnerships are crucial and we are quite lucky in our town to have the very good network of organisations working together. I'm not sure how it works in other towns and cities.

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