

About the NewGenerationSkills project:

Young generations have the potential to be proactive engines of innovation and become change-makers in their local communities. However, 62% of young people in Central and Eastern Europe are not interested in starting their own business, while one-in-five would like to, but consider it too difficult. This weak entrepreneurial culture and missing innovation management capacities are recognised as a key challenge in the Danube Region. The main objective of the NewGenerationSkills (NGS) Project is to create an enabling environment for (social) innovation and youth entrepreneurship. The responsibility of authorities in enabling innovation on local level is pivotal. They can induce change with carefully designed local policies and facilitate the cooperation of various actors, which is necessary to close the gap between education and work.

Local Innovation Advisory Group (LIAG)

The LIAG is the local expert advisory group of the project, which serves as a cooperation platform for the district's stakeholders in the implementation of effective innovation management at local and regional level. The group consists of volunteer members representing different sectors of industry in order to cover all aspects of the local innovation process. The members of the group were drawn from four areas: business, education, civil society and public administration (local government). Each LIAG manager is selected by agreement of the members, and he or she coordinates the main activities of the group. The LIAG coordinates innovation processes at the local level and develops tools for the competitiveness of the region in the global economy. The advisory group provides professional support for two key documents (the "Youth Innovation Agenda", and the "Local Action Plan") and develops an innovation lab model. In addition, LIAG supports the professional operation of the lab and is responsible for controlling the training material provided by it.

THE FIRST LIAG MEETINGS

AUSTRIA

NOWA, akzente

1st LIAG meeting

The Austrian partners had a really successful LIAG setup.

Academia:

1. Christa Bauer, Educational College
2. Andrea Graf, teacher for entrepreneurship
3. Christian Hartmann, Joanneum Research
4. Sandra Meier, University of Applied Science
5. Christine Pichler, Styrian Education Board
6. Remo Taferner, University of Graz, Founders Garage

Federal Government of Styria

1. Wolfgang Dolesch, Member of Parliament for Styria, education spokesman, SPÖ
2. Lara Köck, Member of Parliament for Styria, education spokeswoman, Grüne
3. Lukas Schnitzer, Member of Parliament for Styria, education spokesman, ÖVP
4. Marion Innerhofer-Eibel, department for education
5. Martin Wieser, department for regional development
6. Mustafa Durmus, trade unions
7. Muna Hamoud, labour market service of Styria

Business:

1. Susanne Reiber, Styrian Economic Development Association
2. Ewald Verhounig, Styrian Chamber of Commerce
3. Werner Sammer, Ideentriebwerk – ecosystem Styria

Government/local authority:

City of Graz

1. Tina Wirmsberger, City Councillor for women's affairs, Grüne – ad hoc LIAG
2. Gudrun Rönfeld, department of councillor for women's affairs
3. Priska Pschaid, head of department for women and equality
4. Andrea Darvishzadeh, department for economy and tourism (substitution of Andreas Morianz)
5. Andreas Morianz, deputy head of the department for economy and tourism
6. Tanja Jeschek, department for education and integration
7. Martina Kaufmann, city council, women's affairs spokesperson, ÖVP
8. Anna Robosch, city council, SPÖ

Civil Society/Local Community

1. Johannes Frühmann, Social Business Club Styria
2. Anna Reichenberger, regional management
3. Matthias Urlesberger, regional youth management
4. Ridi Steibl, Center for Founders, Taten statt Worte

2nd LIAG meeting

Representatives of the City of Graz department for women and equality and department for education and integration, the City Council of Graz, the Federal Government of Styria, Joanneum Research/Department of Innovation Research and the Regional Management of Central Styria took part in the second LIAG meeting on 9 November 2017 in Graz City Hall.

New information was given regarding developments since the last meeting in May 2017. The

Local Status Quo Analysis, TEW-Meeting in Liberec, Conclusion Paper and Peer Review Workshop in Graz were presented. The Youth Innovation Agenda was presented, including feedback from members who could not join the meeting. The presented version was appreciated and committed by all participants. Several inputs and ideas for the “Local Action Plan” were collected and will be considered for further development.

The following ideas were discussed:

- Awareness of the ecosystem
- Financial support
- Space/room/networking/empty spaces
- Gender perspective/schools – to feel welcomed
- Opportunity for try out: financial support, trial internship in startups, co-working spaces
- Identifying and implement needs
- Startups and women: encouragement, recognition of ideas, implementation
- Talents: role models from several fields, prepared topics
- How to transfer/develop everyday problems into innovative ideas
- Setting up apprenticeships
- Business models
- Business games: failure, planning, financing
- Networking – synergies

It was agreed that Nowa and Akzente, in cooperation with the City of Graz, will elaborate a first draft of the “Local Action Plan”, which will be sent to LIAG members for feedback. Further steps regarding local campaigns and community events will be communicated.

BULGARIA

Sofia Municipality

Sofia Development Association

1st LIAG meeting

On 1 June 2017, the first LIAG meeting was held. It was attended by 11 participants: the project implementation team, partners from Sofia Development Association, experts in the fields of social entrepreneurship, innovation and technology, education, and business, as well as representatives of Sofia Municipal Council.

Participating organizations by name: Sofia Development Association, Sofia Municipality, Sofia City Council, Lauder ORT School, Founders Institute, Reach for Change.

Emiliya Zheleva, Director of European Programmes and Projects Directorate, opened the meeting. She pointed out that the main goal was to present the objectives, work packages and expected project results as well as the upcoming activities and commitments of Sofia Municipality within that. After a brief project presentation, the role and tasks of members of the LIAG were presented, together with the expected outcomes from the creation of the Innovative Lab of Sofia Municipality.

Sevdalina Voynova from Sofia Development Association presented a model for coordinating the group's activities and focused the discussion on entrepreneurship as a great opportunity and alternative for improving the labour market for young Bulgarian people.

Mihaela Ivanova and Botyo Botev, councillors in Sofia Municipal Council, spotlighted the links between the NGS project, and the Sofia Youth Strategy and its Action Plan. The most interesting discussion was related to the forthcoming development of the Sofia Youth Innovation Agenda. It has been estimated that young people are more likely to become entrepreneurs with higher literacy rates and networking. The participants specifically mentioned that many young people do not have early chances to develop and practice their leadership and innovation skills, because they are not a key part of the education system in Bulgaria. Another important question discussed were the difficulties in supporting the skills of young people in a rapidly changing society.

2nd LIAG meeting

The second LIAG meeting of was held on 7 November 2017. The focus of the meeting was on the development of the “Local Action Plan”.

Members discussed concrete actions, timeframes and resources needed to fulfil the goals set out in their “Youth Innovation Agenda”. They underlined the activities, outlines, structure and phases that have to be developed. The dimensions of sustainability, risk assessment and post-implementation operations were discussed. Members mentioned the importance of keeping key stakeholders informed of the progress, issues, and potential solutions. The general conclusion of this second meeting was that young people have the capacity to tackle the current urban challenges and develop innovative solutions, but their actions, efforts and skills should be supported through various tools and initiatives such as training, workshops and structured dialogue between the young and those responsible for the municipal youth policy.

CZECH REPUBLIC

DEX Innovation Centre

1st LIAG meeting

The first LIAG meeting was hold on 25 April 2017, hosted on site by one of the local entrepreneurs. DEX Innovation Centre (DEXIC) came up with the idea of a business breakfast format for local LIAG meetings. DEXIC set up its local LIAG consisting of representatives of Liberec town, Liberec region, CzechInvest, the regional chamber of commerce, the Technical University of Liberec and three successful local entrepreneurs.

All participants expressed a willingness to cooperate and meet regularly via further LIAG meetings and additional events in order to boost local innovation and entrepreneurship support. More info on the event can be found at: http://dex-ic.com/acc_news2. Next LIAG meeting is planned for spring 2018.

HUNGARY

Újbuda Municipality

1st LIAG meeting

The first meeting was held on 12 June 2017 and took place in Újbuda, Budapest. The advisory group - altogether consisting of eight members - represent the educational, business, governmental and civil sectors.

Participating organizations by name: Small Business Development Centre - Corvinus University of Budapest, Special Vocational School of Újbuda, Bethlen Gábor Primary and Secondary School, PannonWork Work Agency, Up-Center Creative Community Space, Újbuda Prizma Work Agency, Újbuda Municipality (project team).

Here we got to know each other and focused on the introduction of the project. The project's main goals were presented by the project leader, and followed by a presentation, which covered LIAG members' roles and responsibilities as an advisory corp. Furthermore, the correlation between the innovation lab and the professional goals and outputs of the project were shown to make the lab's function very clear. Finally, participants discussed the Innovation Lab's learning programme, and decided what directions it would be practical to follow.

2nd LIAG meeting

The second meeting was held on 13 September 2017. The meeting divided into two main parts: the local case study review and the beginning of the common professional work.

First, the author of the case study reviewed the results concerning local youth. The second section was separated into three parts: Professional program planning, putting together the "Youth Innovation Agenda", and local communication towards young people. The Municipality of Újbuda started with the timing of the professional work. This was followed by a discussion about how rational vocational decision-making can be supported (for example: promoting vocational

education/schools and entrepreneurship). Then we collected the ideas for the “Youth Innovation Agenda”. In short, the benefit of this roundtable was to get inputs from several points of view. The next step in the common professional planning was to appoint the four pillars of the Dynamic Learning Program: Theory, skills development, modelling (with role models) and mentoring. An important issue was separating the youth into groups and discussing where to reach out to them. In the closing remarks, each member answered a very relevant question: How their organization could contribute to communication and spread information about the project.

SERBIA

Institute Mihajlo Pupin

Municipality of Savski Venac

1st LIAG meeting

On 15 June 2017, the LIAG introductory meeting took place in the City Municipality of Savski Venac with the participation of Marko Radenkovic (Nova Iskra), Sonja Manojlovic and Nikola Vujinovic (Regional Agency for Development and European Integrations Belgrade), Danijel Pantic (ECG), Nemanja Petrovic (City of Belgrade), Sanja Popovic-Pantic (Serbian Association of Business Women/IMP), Uros Tripkovic (MSV-NGS), Marija Janjic and Biljana Joncic (NGS).

The meeting started with a brief introduction of the LIAG concept as part of the NGS project. The project manager presented the project, its goals and objectives, expected results. LIAG key activities and tasks (“Youth Innovation Agenda”, “Local Action Plan”, Innovation Lab, Dynamic Learning Package), were presented, with work methods (local and international workshops), procedures (co-working methods and steps), envisaged timeline of planned activities and deadlines. All LIAG members attending the meeting presented themselves and their organizations. An open discussion involved all meeting participants in an ideas-sharing process,

where concrete examples and suggestions emerged; these could, further, be incorporated into the first YIA draft. The meeting was closed with a conclusion that all participants (attending and non-attending) would receive task-related material via email, including the suggestion of a date for the next meeting.

SLOVENIA

PRIZMA Foundation

Municipality of Maribor

Introductory meeting

On 10 May 2017, the introductory meeting of the LIAG took place at Tkalka, the Cooperative Society for the Development of Social and Technological Innovations. It was attended by representatives of: the Municipality of Maribor, PRIZMA Foundation, Maribor Development Agency, SRC Bistra Ptuj, City Council Maribor, Associationa CAAP, the Employment Service of Slovenia-Maribor, the University of Maribor, the Chamber of Commerce and Industry of Štajerska, HIŠA!, Infopeka, the Maribor Adult Education Centre, SONDA Foundation, Citilab and the Development Cooperative Tkalka, the Student Organization of the University of Maribor, Bistri UM, SPIRIT Slovenia, and the European Cultural and Technological Centre Maribor.

1st LIAG meeting

On 19 June 2017, the first meeting of the LIAG took place in Tkalka, Cooperative Society for the Development of Social and Technological Innovations, attended by representatives of: the Municipality of Maribor, PRIZMA Foundation, Maribor Development Agency, the Youth Cultural Center Maribor, SPIRIT Slovenia, Citilab and the Development Cooperative Tkalka, the SONDA Foundation, the University of Maribor, the University Business Incubator Tovarna Podjemov, and the Cooperative DAME.

The representative of the Municipality of Maribor presented the course of the NGS project as well as the timetable and LIAG working program. This was followed by a presentation of each

LIAG member and the election of the LIAG manager. The representative of the Maribor Development Agency then presented a local case study of good practices. PRIZMA Foundation presented a draft of the strategic program on the innovation potential of young people in Maribor and the Danube region. The meeting ended with the assignment of tasks that should be carried out by the autumn.

2nd LIAG meeting On 10 October 2017, the second meeting took place, attended by: representatives of the Municipality of Maribor, PRIZMA Foundation, Citilab and the Development Cooperative Tkalka, Maribor Development Agency, the Youth Cultural Center Maribor, the Institute of PIP, Infopeka and the IRDO Institute.

Participants discussed and approved the “Youth Innovation Agenda” for Maribor and Podravje Region. They further discussed the proposal of the transnational concept of the Social Innovation Laboratory and the guidelines for the preparation of its local model for Maribor and Podravje Region. There was a workshop for the preparation of the “Local Action Plan” and discussion of a comprehensive program for building entrepreneurial competences for young people.

ROMANIA

Intercommunity Development Association Cluj Metropolitan Area
North-West Regional Development Agency

1st LIAG and 2nd LIAG meeting

So far there have been two LIAG meetings in the Municipality of Cluj-Napoca. During the first, held on 27 July 2017, CMA and the North-West Regional Development Agency (NWRDA) presented the NGS initiative, while also informing attendees about their roles and responsibilities within the project.

So far there have been two LIAG meetings in the Municipality of Cluj-Napoca. During the first, held on 27 July 2017, CMA and the North-West Regional Development Agency (NWRDA) presented the NGS initiative, while also informing attendees about their roles and

responsibilities within the project. NWRDA also presented the findings of a local case study regarding the innovation ecosystem, which was followed by a round table discussion. This constituted a first step in the elaboration of the “Youth Innovation Agenda”, for which valuable input was collected. A second LIAG meeting was organized on 25 October 2017, during which the results of peer-review visits to Graz and Belgrade/Novi Sad were disseminated. Participants also discussed the draft for the “Youth Innovation Agenda”, which was finalized after the meeting. A third LIAG reunion is planned for December after a peer-review visit to Liberec.

INTERNATIONAL MEETING IN LIBEREC, CZECH REPUBLIC

1st Transnational Expert Workshop

The project partners met on 27-29 June 2017 in Liberec, Czech Republic to work on the main goal of the NewGenerationSkills Project (Interreg Danube Transnational Programme): To support young people from selected regions of Central and Eastern Europe who would like to start their own successful businesses.

Twelve Project Partners from Austria, Bulgaria, Czech Republic, Hungary, Romania, Serbia, and Slovenia, have mainly focused on developing the skills and competences of the youth. They have paid special attention to the creation of an enabling environment, which would encourage young people aged between 15 and 29 to develop their innovative ideas into specific successful projects, both in the private and public sectors. The second official meeting was organized by the Czech partner of the project, DEX Innovation Centre, in Hotel Imperial, Liberec. Project partners discussed the current situation in the field of regional youth entrepreneurship support, and also informed each other about examples of locally implemented good practices. The most relevant practices could eventually be transferred to other participating regions in the framework of the NewGenerationSkills Project.

“This is the first time we had a meeting of this scale here in Liberec,” said Jan Forman, DEX IC project manager. “We have organized similar events only in Prague before. However, the great feedback from our partners only proved that our choice was right. This is one of the main reasons why we would like to continue with this regional trend, whenever it is possible in the future.”

Forman added.

PEER REVIEW SESSIONS

Project partners recently started exchange visits in all seven countries. The objective of this project element is to get familiar with each other’s good practices, local initiatives and experiences related to youth entrepreneurship and youth skills improvement.

PEER REVIEW MEETING AND CONFERENCE IN SERBIA

The first peer review meeting took place in Serbia in October: in Novi Sad and in Belgrade. The two visitor partners were the local government of District 11 (Újbuda) of Budapest, Hungary and the North-West Regional Development Agency (NWRDA) from Romania.

The focus of the two-day-long event was on multifunctional places maintained by youth organisations. The different types of spaces serve different aims, they are used as coworking offices, conference halls and community places. The complex programmes of these organisations were introduced. In-depth insights presented their activities and collected positive and negative experiences as lessons for the future. The heads and operators of these programmes concentrated on practical advice, including:

- how to build tech or mixed professional community
- what does the business model employed look like
- successful training, educational events, and mentorships

International Conference: “Innovative Women’s and Youth Entrepreneurship in the Danube Region”

Institute Mihajlo Pupin hosted NGS partners from Cluj and Újbuda at the “Innovative Women’s and Youth Entrepreneurship in the Danube Region” conference, organised with the support of the Enterprise Europe Network of Serbia, Macedonia, Croatia and Hungary, with the assistance of the Association of Business Women of Serbia. Held in the Master Center in Novi Sad on 5 October 2017, it brought together more than 100 successful young and experienced female entrepreneurs from the region who shared their examples of good practice with the attendees, information on incentives, sources of funding, and support. NGS promotional materials were distributed at the event.

The representative of Újbuda, Ádám Polgár, presented examples of support that the Municipality of Újbuda provides to young entrepreneurs, while the representative of Cluj, Gergely Török, explained the supporting measures that NWRDA provides to SMEs and youth entrepreneurship as an NGS partner, but also as a member of Romanian consortia within the Enterprise Europe Network. The conclusion of the panel was that synergy of different EU funded projects provides added value for all parties involved. The event attracted a lot of attention among SMEs from Serbia and the region, as well as the media.

“I am satisfied with the number of participants at the conference because the hall was filled to the last place, and the great number of B2B meetings realised make me especially proud; our efforts to connect young entrepreneurs are obviously recognizable,” said Dr. Sanja Popović Pantić, from the Institute Mihajlo Pupin, a member of NGS project and the president of the Association of Business Women of Serbia. “I believe that the participants left the conference with valuable information and knowledge that they will be able to apply in business, inspired for new ventures, and many of them also left having acquired new business partners and agreed cooperation.” she added.

PEER REVIEW SESSION IN GRAZ

Spaces(s) in Graz, 9 October 2017. Participating project partners: Municipality of Maribor

(PP2); Intercommunity Development Cluj Metropolitan Area (PP6); Sofia Development Association (PP7); Municipality of Savski Venac (IPA PP2)

Workshop Part 1

Education and Public Authority:
Priska Pschaid, head of department for women and quality, City of Graz;
Günter Fürntratt, head of department for education and integration, City of Graz.
Presentation “Local Case Study Graz”. Good Practice: Social Entrepreneurship (Economic College of Eisenerz); IBOBB Café

Workshop Part 2

Community and Business: Jörg Kahlbacher, CEO of AULA x space.
Good Practice: Werner Sammer, Ideentriebwerk; Remo Taferner, Gründungsgarage; Philip Slapar, SunnyBAG.

Objectives and benefits

The participants' expectations focused mainly on the Graz startup ecosystem and the different actors within this. In addition, partners were interested in getting to know the functional and sustainability aspects of the city of Graz' existing innovative startup scene and youth competence development strategies. Furthermore, the partners wanted to receive information on how networking is organised in coworking spaces, how companies, universities and other stakeholders work together and how, for example, information about jobs and education at a service centre (IBOBB-Café) is already offered in Graz. Each community has different needs, challenges and opportunities. The peer reviews will also learn from measures that worked less well to find the best solutions for each community.

Lessons learned

Support from the local/regional government (politics, education and resources) is needed to develop a successful and sustainable youth entrepreneurship/startup scene. Skills development and entrepreneurship and innovative thinking must be part of the education system, so that they

can later be embedded in society. The presentations provided new ideas for the city: IBOBB-café showed a good and accessible model of cooperation of the city/local government with its citizens, and this model could be used in operation of the Innovation Labs project.

The second part of the AULA X SPACE peer review session allowed partners to meet young people, hear their ideas, and learn what kind of support they need to develop their businesses. The founding garage model showed how “innolabs” can become centres of entrepreneurship in communities.

Other impressions and recommendations

The presentations within the peer review meetings provide a comprehensive insight into existing local offerings and project initiatives. The subsequent discussions on challenges and experiences were particularly valuable for participants. Good practice with students in social innovation has also shown:

1.

How well young people can be encouraged to work for the realisation of their innovative ideas, even though they have been discouraged by failures; and

2.

How to introduce entrepreneurship in schools, with the involvement of entrepreneurs and teachers with experience in entrepreneurship, to educate young people through their own experiences.

PEER REVIEW SESSION IN ROMANIA

On 14 November, a peer-review visit to Cluj-Napoca was organised for Serbian and Austrian partners. Best practices presented included a local innovative co-working space (ClujHUB), the participatory budgeting scheme created by Grupul PONT and later introduced on a larger scale by Cluj-Napoca Municipality, JCI's SALT mentoring programme for young entrepreneurs, as well as a local initiative dedicated to artists which involved the renewal of an old industrial building (Paintbrush Factory) – see attached photo.

OTHER EVENTS

SUCCESSFUL HACKATHON IN SOFIA

City Hackathons - A good way to create ideas for better cities and communities

What is a hackathon?

It is an event that gathers a number of young and innovative people who, through fresh ideas and technologies, manage to come up with ideas and make a plan for their implementation. It turns out that in Sofia, Bulgaria, Hackathons are successful in channelling young people's innovative skills and energy through technologies and ideas.

So how is it done? By applying the principle "innovation via competition", Sofia Development Association (SDA) managed to help the participants of these hackathons identify and address acute urban or social problems that, for various reasons, are outside normal business interests, and thus open up the problem solving and innovation process to everyone.

It all started with the challenges ahead. According to researches, Sofia was not doing well in providing opportunities for innovators and entrepreneurs. The main goals were to set the local agenda for problem solving with social value and to encourage entrepreneurial culture and digital skills development. There were some challenges, like finding venues to host a couple of hundred people for 24 hours with fast reliable internet, recruiting cross-disciplinary experts, providing online resources to work with, and more. However, nothing succeeds like success, as they say; the first hackathon is the riskiest, and its good results are a guarantee for the success of further events.

A good example for that is the BG10XEU Hackathon, held on 12-13 May 2017 in Sofia. The event was initiated by the representation of the EC in Bulgaria along with Sofia Municipality, while SDA, in partnership with Software University, Webit Foundation, UPNETIX and the British Council in Bulgaria, were the main organisers. Hackathon partners were the Ministry of Economy, the Ministry of Education and Science, Sofia University – Faculty of Mathematics and Informatics and Faculty of Economy, the University of Library Studies and Information Technologies, Technical University – Gabrovo, Burgas Free University, Ruse University, Veliko

Tarnovo University, Sofia Tech Park, Sofia Markets East, Coca Cola HBS, Nescafe Dolce Gusto, ONTOTEXT, the Data Science Society, NGO Links, Imperia Online, DeaMix, Grazhdante.bg, Fund of Funds, Coworking Bansko, and Idea Comm. General partners were Mtel (also known as Mobiltel) and Telelink Group, and the media partner was BNT. The event attracted 350 participants who formed 49 teams. They were given 24 hours to create an idea and figure out its implementation. Eight teams reached the final selection and presented their ideas before a jury and the audience. The overall winner was a team that developed a prototype app for direct translation of video recorded text into sign language, with the option of broadening towards recognizing and teaching sign language. Other prize winners created an app translating sign language in real time, an internet site for urban problems and possible solutions, both from the municipal government and citizens, and a web-based mobile game with augmented reality, in which players can plant and take care of virtual trees placed in the empty spots of missing trees in real Sofia.

The hackathons continue to be organized as a means of brain-storming and creating ideas for a better city and community environment. Participants still roll in for each new event and continue to build a social network of innovators.

More information can be found at: fond.sofia-da.eu

YOUTH COUNCIL

Project presented in front of the New Youth Consultative Council of Sofia

The NGS project was presented by the Sofia Development Association (SDA) team and Michaela Ivanova, a Sofia Municipal Councillor and the Sofia LIAG chairperson, on 11 October 2017 during the first meeting of the newly formed Sofia Youth Consultative Council. Mayor of Sofia Yordanka Fandakova welcomed more than 40 young people from 11 student associations, schools, and youth organisation who will assist the mayor and the municipal council on youth policies and particularly the implementation and evaluation of Sofia Youth Strategy. Knowledge and skills acquirement and professional orientation are two of the main priorities in the city's youth strategy, thus the NGS project and the innovation lab that SDA and the city council will create are fundamental in achieving this. The involvement of Sofia Youth Consultative Council turns the NGS project into a citywide initiative.

THE DREAM YOUTH INNOVATION LAB

An interactive event for a truly useful Lab in Sofia

What would be the dream Youth Innovation Lab? This was the main issue ideated with 30 young people representing various youth NGOs, organisations advocating for disability rights, students, representatives of Sofia Municipal Council and the LIAG.

The SDA team, in cooperation with the city council team, organised the interactive event under the NGS project, funded by Interreg Danube Programme.

The discussion had three sessions for (infra)structure:

- 1) PLACE – how it would look, in order to attract young innovators;
- 2) PEOPLE – who would be the main target to have working there; and
- 3) SERVICES – what would the Sofia Innovation Lab offer.

We believe the involvement of both decision makers from the municipal council and the future users of the inn from the beginning of the process of creating the Sofia concept is a guarantee of its successful creation.

BELGRADE MSV PRESENTED THE NEWGENERATIONSKILLS PROJECT

The Youth Office of the Municipality of Savski Venac hosted representatives of GIZ Serbia and GIZ Kyrgyzstan teams dealing with issues affecting youth, vocational training and employment on 18 May. The NGS project was presented as part of on-going projects implemented by the

Municipality of Savski Venac and as an example of good practice that deploys a wide approach in improving the local youth social entrepreneurship environment.

NSG-MSV project manager Biljana Joncic gave a short presentation focusing on NGS goals, objectives and expected results, as well as the activities that are currently being implemented. She outlined how the project was carefully designed to empower youth, encourage their innovativeness and deliver a set of “new generation skills”, thus improving their competences.

LOCAL COMMUNICATION CAMPAIGN IN ÚJBUDA

"Dream job" photo contest

The NGS project's Újbuda partner run a photo contest with the title “Dream Job” between the 10 November and 1 December. Youngsters aged between 13 and 25 years old could apply by taking a picture that represents their vision of their dream job, thus encouraging them to start thinking about the world of work. In addition, the contest offered a great opportunity to promote the NGS project among its target group.

Applicants had two chances to win: a three-member jury selected the top three pictures they found to be the best, and one picture was also awarded by public votes via Facebook. The competition was officially closed at an awards ceremony on 1 December.

The two main pillars of the campaign, promoting not only the photo contest but the whole NGS project as well, were on- and off-line communication. During the application period, regular informational and interest-arousing posts appeared on the Facebook page of NGS Újbuda. Facebook ads were also run, promoting both the Facebook page and the competition. The photo contest also appeared on Újbuda's own surfaces, such as its municipal website. Additionally, display ads were also applied using Google AdWords. Extensive offline appearances were provided by posters in schools and dormitories, and also by adverts on the metro.

At closing of the competition, the most creative works were rewarded at the award ceremony, which offered another great opportunity for the project to become more widely known.

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