



Interreg



EUROPEAN UNION

Danube Transnational Programme
NewGenerationSkills



Programme co-funded by the European Union funds (ERDF, IPA)

Project leaflet
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NewGenerationSkills in a nutshell

Young generations have the potential to be pro-active 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, whereas one in five would like to, but consider it too difficult. This weak entrepreneurial culture and missing innovation management capacities are recognized as a key challenge in the Danube Region. Unlocking the youth's unexploited potential starts at local level by developing their skills and competences and creating an enabling environment to help them become their ideas grow into ventures with high social added value, potentially taken up by the private and public sectors transnationally.

The NewGenerationSkills project, supported by the Interreg Danube Transnational Programme, implemented under the leadership of the Local Government and Municipality of District 11 of Budapest, Újbuda (Hungary), will upgrade existing cooperation mechanisms between its key target group of quadruple helix actors. These actors are local municipalities, as facilitators, along with organisations representing local youth, education, and the business sector to create innovative local support schemes going beyond existing fragmented initiatives taking the form of Innovation Labs joined in a transnational network. Interweaving innovation and youth entrepreneurship support will contribute to bridging the gap between education and new generation skills needed for navigating in the changing world of work. Through organic, community based learning programs – Dynamic Learning Package, this novel support scheme will reach out to the youth, in particular young people, aged 15-29, in transition from education to the

labour market, faced with major career decisions, who are motivated, but inadequately skilled to generate new ideas and take the first steps towards socially responsible, transformative entrepreneurship.

The duration of the project is 2.5 years. The transnational partnership starts its joint work in January 2017 and the project will end in June 2019.

NewGenerationSkills - Objectives

NewGenerationSkills's main objective is to create an enabling youth focused environment, at local level for innovative ideas to grow from ideas to solutions, especially in the field of social innovation. This needs a change of mind-set and improved competences of all relevant actors: the local youth, companies, education, municipalities and their institutions as facilitators.

The project will upgrade existing cooperation mechanisms between quadruple helix actors to create joint local support schemes that will equip local youth with new generation competences and skills.

The project will go beyond the existing support schemes, interweaving innovation and youth entrepreneurship support, with the aim of bridging the gap between education and new generation skills for the labour market. Through organic, community based learning programs, this novel support scheme will reach out to the youth who are motivated, but inadequately skilled to generate new ideas and take the first steps towards entrepreneurship.

The three specific objectives targeted by the project:

- 1) Improved innovation management framework - Improve the ability of local municipalities to play a facilitator role in promoting innovation and entrepreneurship in local and transnational context and thus energise the economic and social climate in the Danube region. Through improved competences municipalities can better
 - manage local initiatives of innovation actors (education, business- /youth support organisations)
 - integrate innovative solutions into their operation (social innovation / public sector innovation).

- 2) Creating a cooperation based enabling environment for youth innovation
- Establish local innovation and entrepreneurship brokerage schemes (Innovation Labs), upgrading helix cooperation among administration, education, companies, the youth and business support organisations/ NGOs to create a supportive environment nurturing and retaining young talents. The key building blocks of the Innovation Labs are
 - entrepreneurial learning and coaching for motivated youth
 - match-making and mentoring to facilitate the development of ideas to ventures.
- 3) Entrepreneurial skill development of the youth - To facilitate transition to quality work by creating a Dynamic Learning Programme (DLP) for motivated young people lacking entrepreneurial skills, contributing to shaping a new generation of young people that are creative and can easily adapt to rapidly changing requirements in the world of work. Complex learning, coaching and mentoring provided through Innovation Labs follows novel approaches and methodologies: self-management, modularity, peer-learning, gamification, design thinking, etc.

The NewGenerationSkills partnership

The project builds on the cooperation among 12 partners from 7 different countries in the Danube region. All participating institutions are front-runners within their countries in terms of innovation performance and creating opportunities for the young generations.

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| Local Government and Municipality of Újbuda | Hungary | Lead Partner |
| PRIZMA Foundation for the Improvement of Employment Possibilities | Slovenia | ERDF Project Partner 1 |
| Municipality of Maribor, Department for Culture and Youth | Slovenia | ERDF Project Partner 2 |
| NOWA Training Counselling Project management | Austria | ERDF Project Partner 3 |
| akzente - center for equality and regional cooperation | Austria | ERDF Project Partner 4 |
| North-West Regional Development Agency | Romania | ERDF Project Partner 5 |
| Intercommunity Development Association Cluj Metropolitan Area | Romania | ERDF Project Partner 6 |
| Sofia Development Association | Bulgaria | ERDF Project Partner 7 |
| Sofia Municipality | Bulgaria | ERDF Project Partner 8 |
| DEX Innovation Centre | Czech Republic | ERDF Project Partner 9 |
| Institute Mihajlo Pupin | Serbia | IPA Project Partner 1 |
| Municipality of Savski Venac | Serbia | IPA Project Partner 2 |
| Corvinus University of Budapest Small Business Development Centre | Hungary | Associated Strategic Partner 1 |
| City of Graz | Austria | Associated Strategic Partner 2 |
| City of Belgrade | Serbia | Associated Strategic Partner 3 |



Contact, more information

For more information, please click on:
www.interreg-danube.eu/newgenerationskills

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