

## Rolling Images in Business Startups (RIBS)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.2. More entrepreneurial youth

Sub-programme: Archipelago and Islands

Duration: 01.09.2015 - 30.11.2018

Total funding: 1.824.556 EUR

ERDF funding: 1.396.710 EUR ERDF

Project Summary:

A common challenge in rural societies is that young people move away from their local communities in order to find work and education. By making entrepreneurship more attractive for the youth they could make a living in their local communities. The RIBS project aims at developing young people's knowledge about entrepreneurship and media literacy by engaging them in cross-border entrepreneurship courses, local and international workshops and exchange possibilities for students, teachers and coaches.

The project will organise both local and international business idea workshops to form cross-border teams based on similar business ideas. The teams will be coached in enhancing their business plan and in developing the necessary media and financial skills for the project. The teams will develop their business ideas mainly by using ICT tools but also during cross-border exchanges, under supervision of teachers and coaches.

During the project, approximately 20 joint student companies will be established. The networks of young participants created during their work with the joint student companies can become the starting point for new, creative and competitive cross-border companies in the future.

## Map of Partners

### Partners

Lead Partner

#### Pargas stad

Country: FI

[www.pargas.fi](http://www.pargas.fi) [1]

Partner budget: 427.551 EUR

Amount of ERDF funding: 320.663 EUR ERDF

Project Partners

#### Kinobuss

Country: EE

[www.kinobuss.ee](http://www.kinobuss.ee) [2]

Partner budget: 112.794 EUR

Amount of ERDF funding: 95.875 EUR ERDF

#### Skärgårdsungdomarnas intresseorganisation rf

Country: FI

[www.skunk.ax](http://www.skunk.ax) [3]

Partner budget: 370.685 EUR

Amount of ERDF funding: 278.014 EUR ERDF

#### Film på Gotland

Country: SE

[www.filmpagotland.se](http://www.filmpagotland.se) [4]

Partner budget: 344.246 EUR

Amount of ERDF funding: 258.184 EUR ERDF

#### Film Stockholm

**Country:** SE

[www.filmstockholm.se](http://www.filmstockholm.se) [5]

**Partner budget:** 399.145 EUR

**Amount of ERDF funding:** 299.359 EUR ERDF

## **Kuressaare**

**Country:** EE

[www.kuressaare.ee](http://www.kuressaare.ee) [6]

**Partner budget:** 56.531 EUR

**Amount of ERDF funding:** 48.051 EUR ERDF

## **Saaremaa Arenduskeskus SA**

**Country:** EE

[www.sasak.ee](http://www.sasak.ee) [7]

**Partner budget:** 45.475 EUR

**Amount of ERDF funding:** 38.654 EUR ERDF

## **Saaremaa Vallavalitsus**

**Country:** EE

[www.saaremaavald.ee](http://www.saaremaavald.ee) [8]

**Partner budget:** 52.191 EUR

**Amount of ERDF funding:** 44.362 EUR ERDF

## **SA Saare Arenduskeskus**

**Country:** EE

[www.sasak.ee](http://www.sasak.ee) [7]

**Partner budget:** 15.938 EUR

**Amount of ERDF funding:** 13.547 EUR ERDF

Associated Partners

## **Värmdö kommun**

**Country:** SE

## **Kimitoöns kommun**

**Country:** FI

## **Results**

### **Expected results**

### **Achieved results**

Project result in category - Joint student company

## **RIBS trained young people in entrepreneurial and creative skills**

By encouraging young people in the archipelago, developing and training their entrepreneurial skills and giving them a positive attitude towards entrepreneurship, you strengthen the region in a long-term perspective. You show them different ways to make a living.

The RIBS project involved more than 1000 young people in the ages of 12-18 years in sparsely populated archipelago areas in Finland, Sweden, Estonia and Åland.

Thanks to different activities, the young people trained their creativity and language skills, developed business ideas, got opportunities to learn from each other in different regions and from experts in different fields.

The methods were:

- 158 local workshops and courses involving 42 schools and youth centres, where business ideas were created and collected
- six international camps, where 30-40 young people worked in small cross-border groups, developing these ideas further
- 36 small-scale cross-border exchanges for students, teachers, and coaches
- the Get the Deal competition with real business challenges to tackle

The main result of the project was students' improved knowledge about entrepreneurship: they gained information about different phases of business development and worked on specific business cases to develop new and innovative strategies for future development of real existing companies. The project exceeded the number of participants in local entrepreneurship knowledge events, but fewer participated in youth exchange and in international workshops than planned, and the amount of joint student companies/business simulations according to programme description was not established.

The regional Get the Deal concept was turned into an international competition that works as a model on how to establish cross-border cooperation in the field of entrepreneurship. The developed curriculum and course materials for development of students' entrepreneurship skills are free of use.

The cross-border value of RIBS was obvious for the participating youth by face-to-face communication and joint activities with students from different countries and different cultural backgrounds. Some side-effects are the increased self-confidence among the participants, the friendship and relations, the network and cross-border meetings between youth and adults.

*"RIBS has been a part of my choice of gymnasium program. Meeting young people with the same interest as me through RIBS has been very inspiring and has helped me to overcome some things that does not come natural to me. Like standing on the stage, presenting something for an audience. I know a lot more about entrepreneurship today, and I've learned a lot about my own capacity."*

Project page in database

[Rolling Images in Business Startups](#) [9]

At a glance

- more than 1000 young people involved in activities
- 158 local workshops and courses
- 42 schools and youth centres involved
- six international camps
- 36 small-scale cross-border exchanges
- Get the Deal competition

[3 years outside the box - RIBS Final Report](#) [10]

Files



[RIBS Entrepreneurship curriculum and course descriptions.pdf](#) [11]

Tags

[More entrepreneurial youth](#) [13]

[education and training](#) [14]

[SME and entrepreneurship](#) [15]

## Project Visibility

### Social media links

[RIBS in Facebook](#) [16]

[RIBS in Twitter](#) [17]

[RIBS in Instagram](#) [18]

[RIBS in YouTube](#) [19]

[RIBS Final Report](#) [20]

[RIBS project website NOT WORKING December 2020](#) [21]

### Other media visibility

[Get the Deal blev fullvuxet i Stockholm \(2018\)](#) [22]

[Paraisten Lukio bäst i Get the deal 2017](#) [23]

[Mitteformaalne haridus – eesmärgistatud ja vabatahtlik õpe](#) [24]

[Barnens kultur- och filmfest i Fårösund](#) [25]

[Öine filmifestival sai avalöögi](#) [26]

[Paraisilla koettiin inspiroiva startti RIBS-hankkeelle](#) [27]

[Ribs förenar film och företagsamhet med unga](#) [28]

## **Project videos**

<https://www.youtube.com/watch?v=IX7L8AIdRcA>

<https://www.youtube.com/watch?v=1ky27FnaLks>

<https://vimeo.com/158322434>

<https://vimeo.com/181160315>

<https://www.youtube.com/watch?v=X7hFLSquUB4>

[https://www.youtube.com/watch?v=ZB\\_Q3GKCJd4](https://www.youtube.com/watch?v=ZB_Q3GKCJd4)

<https://www.youtube.com/watch?v=ryQZphnTP8w>

**Source URL:**<https://database.centralbaltic.eu/printview/1>

## Links

[1] <http://www.pargas.fi> [2] <http://www.kinobuss.ee> [3] <http://www.skunk.ax> [4] <http://www.filmpagotland.se> [5] <http://www.filmstockholm.se> [6] <http://www.kuessaare.ee> [7] <http://www.sasak.ee> [8] <http://www.saaremaavald.ee> [9] <https://database.centralbaltic.eu/project/1> [10] [https://www.pargas.fi/fi/hakutulokset?p\\_p\\_id=com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL&p\\_p\\_lifecycle=0&p\\_p\\_state=maximized&p\\_p\\_mode=view&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_mvcPath=%2Fview\\_content.jsp&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_redirect=%2Ffi%2Fhakutulokset%3Fq%3Dribs&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_assetEntryId=516069&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_type=document](https://www.pargas.fi/fi/hakutulokset?p_p_id=com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL&p_p_lifecycle=0&p_p_state=maximized&p_p_mode=view&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_mvcPath=%2Fview_content.jsp&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_redirect=%2Ffi%2Fhakutulokset%3Fq%3Dribs&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_assetEntryId=516069&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_type=document) [11] [https://database.centralbaltic.eu/sites/default/files/RIBS\\_Entrepreneurship\\_curriculum\\_and\\_course\\_descriptions.pdf](https://database.centralbaltic.eu/sites/default/files/RIBS_Entrepreneurship_curriculum_and_course_descriptions.pdf) [12] [https://www.pargas.fi/fi/hakutulokset?p\\_p\\_id=com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL&p\\_p\\_lifecycle=0&p\\_p\\_state=maximized&p\\_p\\_mode=view&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_mvcPath=/view\\_content.jsp&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_redirect=/fi/hakutulokset%3Fq%3Dribs&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_assetEntryId=516069&com\\_liferay\\_portal\\_search\\_web\\_search\\_results\\_portlet\\_SearchResultsPortlet\\_INSTANCE\\_VashVfygFhQL\\_type=document](https://www.pargas.fi/fi/hakutulokset?p_p_id=com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL&p_p_lifecycle=0&p_p_state=maximized&p_p_mode=view&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_mvcPath=/view_content.jsp&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_redirect=/fi/hakutulokset%3Fq%3Dribs&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_assetEntryId=516069&com_liferay_portal_search_web_search_results_portlet_SearchResultsPortlet_INSTANCE_VashVfygFhQL_type=document) [13] <https://database.centralbaltic.eu/tags/more-entrepreneurial-youth> [14] <https://database.centralbaltic.eu/tags/education-and-training> [15] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [16] <https://www.facebook.com/ribs.project/> [17] <https://twitter.com/RIBSproject> [18] <https://www.instagram.com/ribs.project/> [19] <https://www.youtube.com/channel/UCVcxkZAPGIba4yTK0kwxPAG/videos> [20] <https://www.pargas.fi/fi/hakutulokset> [21] <http://www.ribsproject.com/> [22] <https://www.pku.fi/get-the-deal-blev-fullvuxet-i-stockholm/> [23] <https://svenska.yle.fi/artikel/2017/10/30/paraisten-lukio-bast-i-get-the-deal-2017> [24] <https://www.saartemaal.ee/2017/11/02/mitteformaalne-haridus-eesmargistatud-ja-vabatahtlik-ope/> [25] <http://www.helagotland.se/kulturnoje/barnens-kultur-och-filmfest-i-farosund-14117516.aspx> [26] <http://www.saartemaal.ee/2017/08/04/oine-filmifestival-sai-avalooji/> [27] <http://turunseutusanomat.fi/2016/03/paraisilla-koettiin-inspiroiva-startti-ribs-hankkeelle/> [28] <http://www.abounderrattelser.fi/news/2016/03/ribs-forenar-film-och-foretagsamhet-med-unga.html>