

Enhancing youth entrepreneurship with cross-border startups and digital technologies (DigiYouth)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.2. More entrepreneurial youth

Sub-programme: Central Baltic

Duration: 01.01.2018 - 30.04.2021

Total funding: 1.397.046 EUR

ERDF funding: 1.099.996 EUR ERDF

Project Summary:

DigiYouth project aims to develop entrepreneurship and cross-border cooperation skills of Estonian, Finnish, Latvian and Swedish youngsters (aged 14–19) by supporting the creation of start-up type student companies focused on digital products, services and solutions. From each country 2 to 5 schools, teacher teams and a network of mentors will be engaged. Student companies generate IDEAs and develop business plans and their product/service into a PROTOTYPES. Finally they engage in marketing and SALES. by participating in national and regional hackathons, robotics, start-up, business idea and innovation competitions etc. they get inspired by existing regional competence.

A clear focus on digital technologies enables to devote more time to product development and raise awareness to the multitude of entrepreneurial opportunities and career choices related to digital technologies. Integration of project activities into everyday school work brings education closer to working life and the needs of the economy. It also saves students' time, provides teachers with valuable teamwork experiences and ensures sustainability.

During the project, 40 cross-border student companies will be established to build connections for the future. 220 pupils from 4 Central Baltic countries will gain experience in international business communication and the startup world. 45 teachers and mentors will be trained to mentor cross-border student companies, a cross-border network of schools and partners (entrepreneurs, incubators, startup communities) will be created to facilitate and support the work of student companies, and a 3-semester study module on digital entrepreneurship for general education will be developed and tested.

Map of Partners

Partners

Lead Partner

Tartu Ülikool

Country: EE

www.ut.ee [1]

Partner budget: 429.405 EUR

Amount of ERDF funding: 360.700 EUR ERDF

Project Partners

Turun Yliopisto

Country: FI

www.utu.fi [2]

Partner budget: 460.977 EUR

Amount of ERDF funding: 341.123 EUR ERDF

Merikarvian Lukio

Country: FI

www.merikarvianlukio.fi [3]

Partner budget: 28.552 EUR

Amount of ERDF funding: 21.129 EUR ERDF

Rauman Lyseon lukio

Country: FI

<http://peda.net/rauma/rauman-lukio> [4]

Partner budget: 28.552 EUR

Amount of ERDF funding: 21.129 EUR ERDF

Ventspils pils?tas domes Izgl?t?bas p?rvalde

Country: LV

<http://vip.ventspils.lv> [5]

Partner budget: 232.412 EUR

Amount of ERDF funding: 195.226 EUR ERDF

Uppsala Universitet

Country: SE

<http://www.campusgotland.uu.se/> [6]

Partner budget: 217.147 EUR

Amount of ERDF funding: 160.689 EUR ERDF

Results

Expected results

Achieved results

Project result in category - Joint student company

DigiYouth created cross-border student companies

The project targeted the creation of cross-border student companies (business simulations).

The project defined the student company as “a group of pupils from at least 2 project countries who go through a product/service development and business simulation process during 2–3 half-years (60–90 hours) using start-up methods”.

Altogether, 41 joint student companies with different product or service were established, of which 17 during the 1st round of activities and 24 during the 2nd round. The principles in creating a team were set as at least 3 members and at least 2 different country representatives in a team to guarantee its international aspect.

The project succeeded to involve 221 pupils (age 14-19) into project activities.

All these pupils did not participate in activities from start till the end, as some cancelled their participation meanwhile because of different reasons - change of school, lack of time and other personal reasons. Still, all of them got an overview and experience of the joint work, feeling of belonging, teamwork and cooperation, design

thinking exercises and other Project activities that enhanced their knowledge on entrepreneurship, competitiveness, regional cooperation and the Program.

The thematic area where student companies were created was determined as “digital products”, i.e., learning and gaming solutions; 3D, visual programming; robotics; low- and high-tech art and craft; mobile apps; hardware programming and IoT; communication solutions/platforms; digitally supported services

In addition to participating pupils, more than 40 teachers and mentors from 4 countries were trained to mentor the cross-border student companies.

Based on feedback of the participants, additionally to broader scale influences, already now many friendships have been created and kept, new ideas further developed, entrepreneurship has been chosen as a way of life and future profession.

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At a glance

- 41 joint student companies
- Involvement of 221 pupils
- Over 40 teachers and mentors from 4 countries trained

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Project Visibility

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Other media visibility

[Radio KUKU interview with project manager Ardo Rohtla \(in Estonian\)](#) [13]

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[Vanalinna kooli õpilased alustasid rahvusvahelist koostööd](#) [15]

[How to reach kids outside TikTok – Latvian success stories on engaging the youth \(17.12.2020\)](#) [16]

[Jaunieši prezent?s savas digit?l? biznesa idejas \(interreg.lv; 26.11.2020\)](#) [17]

[Jauniešu uz??mums aicina atbalst?t p??a finans?juma piesaist? \(ventasbalss.lv; 17.02.2021\)](#) [18]

[Nosl?dzies jauniešu uz??m?jdarb?bas veicin?šanas projekts DIGIYOUTH - g?ta pieredze un rad?ti inovat?vi produkti \(March, 2021\)](#) [19]

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Links

[1] <http://www.ut.ee> [2] <http://www.utu.fi> [3] <http://www.merikarvianlukio.fi> [4] <http://peda.net/rauma/rauman-lukio> [5] <http://vip.ventspils.lv> [6] <http://www.campusgotland.uu.se/> [7] <https://database.centralbaltic.eu/project/86> [8] <https://database.centralbaltic.eu/tags/ict-and-digital-society> [9] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [10] <https://www.facebook.com/DigiYouthStudentStartups/> [11] https://www.instagram.com/digi_youth/ [12] <http://www.digiyouth.eu/> [13] <http://podcast.kuku.postimees.ee/podcast/intervjuu-projekt-digiyouthardo-rohtlalagi/> [14] <https://opleht.ee/2019/02/muutunud-opikasitus-6-oppimine-diginoorte-moodi/> [15] <https://parnu.postimees.ee/6448470/vanalinna-kooli-opilased-alustasid-rahvusvahelist-koostood> [16] <https://interreg.eu/interreg-highlights/cooperation/how-to-reach-kids-outside-tiktok-latvian-success-stories-on-engaging-the-youth/> [17] <https://www.interreg.lv/lv/projekti-un-rezultati/uzzini-par-projektu-rezultatiem-latvija/jauniesi-prezentes-savas-digitala-biznesa-idejas/> [18] <https://www.ventasbalss.lv/zinas/sabiedriba/43001-jauniesu-uznemums-aicina-atbalstipula-finansejuma-piesaiste> [19] <https://www.interreg.lv/lv/projekti-un-rezultati/uzzini-par-projektu-rezultatiem-latvija/nosledzies-centrala-baltijas-juras-regiona-programmas-jauniesu-uznemejdarbibas-veicinasanas-projekts-digiyouth--guta-pieredze-un-raditi-inovativi-produkti/>