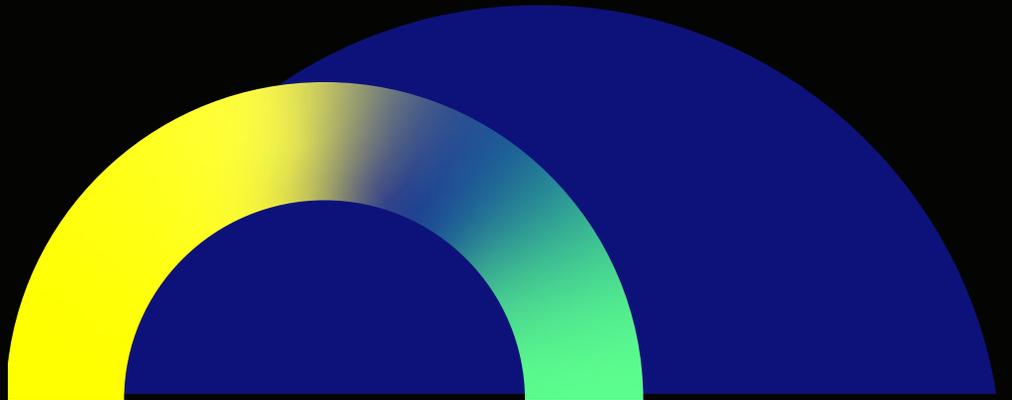
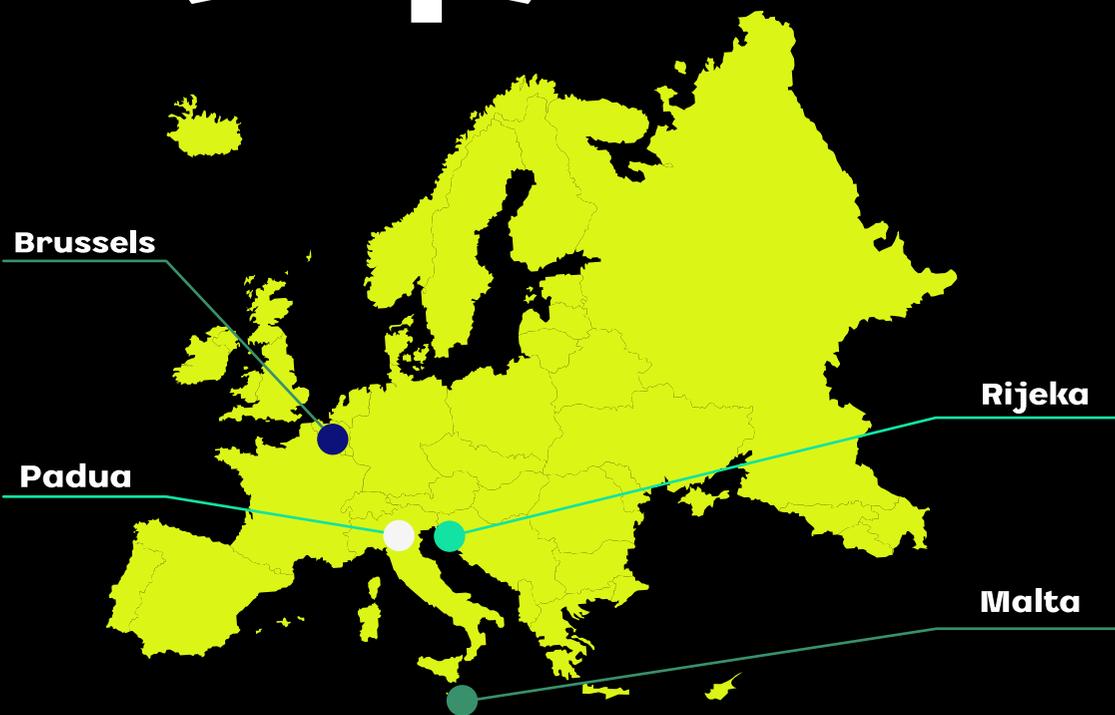




INNOVATION
ROAD
Brochure



WHERE WE (imp)ACT



START
END

January 2021

December 2022



INCrowd is an Erasmus+ project where youth will use crowdfunding as a disruptive and powerful instrument for collecting funds to start a social innovation project for and with citizens and communities.

INCrowd offers a new and engaging tool to:

- **make their voices heard**
- **transform ideas into projects**
- **participate in the development of more active communities.**

Before engaging with youth, we wanted to define them better and we mapped what are the educational programmes currently available to them in the project's countries. Check out the results of our analysis.



NEET is the English acronym for **Not in Education, Employment or Training**.

With NEET, we refer to young people between 15 and 29 years old who do not study, do not attend training courses and do not work.

The term began to spread in the United Kingdom at the beginning of the 2000s and it was mainly used to evaluate the effectiveness of school-to-work transition processes.

Since 2010, the European Union has used the NEET rate as the main indicator in surveys relating to youth employment, as a faithful mirror of the dispersed productive energies of a country.



Four subgroups within the NEET category have been identified



Unemployed because unavailable; namely people who do not have the opportunity to carry out work or training activities for health reasons or family responsibilities



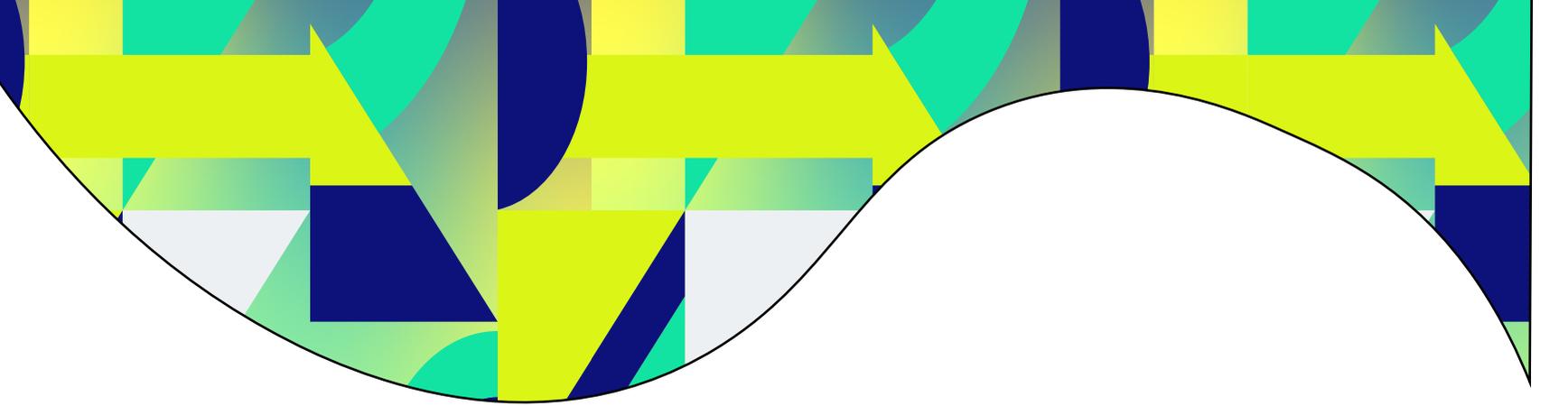
Disengaged; namely youth who decided not to look anymore for employment or training opportunities because they lost motivation in doing this



Opportunity seekers; who are actively looking for a job or training opportunity they deem most appropriate for them



Volunteers; namely NEETs by active choice: they have decided to take a break from work/education to undertake a volunteering experience



But what are the socio-economic factors that increase the possibilities of becoming a NEET?



Education: A low level of education increases the risk of becoming NEET by 3 times.



Gender: Women are 60% more likely to become NEETs.



Migration: Having a migratory background increases the risk of becoming NEET by 70%.



Disability: Having a disability increases the risk by 40%.



Family: Having divorced parents carries a 30% greater risk; Having unemployed parents increases the risk by 17%; having parents with a low level of education implies and doubles the likelihood of becoming NEET.

Staying in the NEET condition has personal, social and economic consequences. On a personal level, the more time one spends in this condition, the greater the risk of accumulating disadvantages in accessing employment and receiving an adequate income, of developing deviant behaviors and physical and mental health problems, of impoverishing one's social relationships.

This disadvantageous configuration can only have a wider social impact: NEETs are less likely than their peers to actively participate in social, cultural and political life. All this also has an economic cost.

To date, NEETs comprise 14.2% of the European population aged between 15 and 29 years.

But now, let's find out more about the data concerning the Country partners of the INCrowd project: Italy, Belgium, Malta and Croatia.

How many NEETs are there in these countries? What are these countries doing for them today, in terms of training and to improve their condition?

Is Crowdfunding used as a means of training and realization for young people who do not study and do not work?

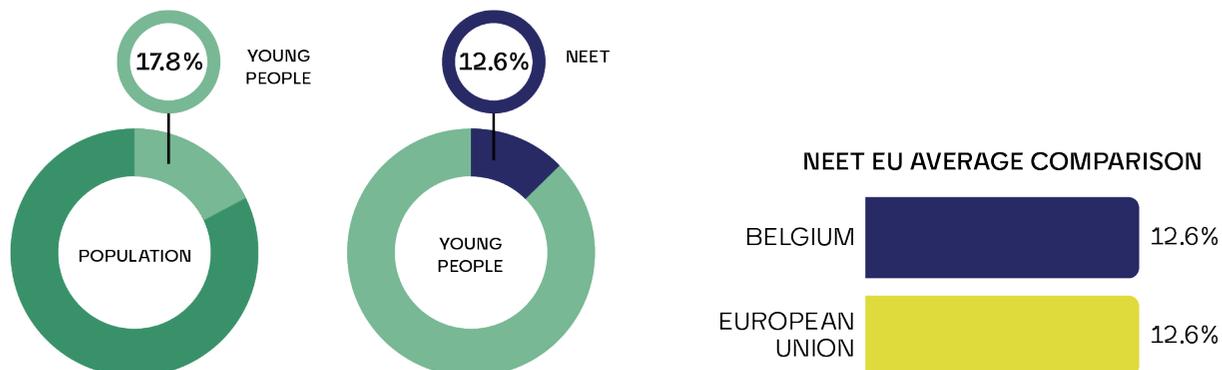
We have researched this and report the results in the next chapters.

Belgium

NEETS – INDICATORS

Within the total population of Belgium, 2,048,369 inhabitants fall into the category of young population. The largest share of the young population has completed secondary education and some form of lower education. Furthermore, in the structure of unemployment of the young population, the largest share is among those who completed the lower levels of education, while the largest employment rate is achieved by the young population who completed tertiary education. The risk of poverty and social exclusion ranges from 21.7% to 22.3%, bringing Belgium below the EU average.

In terms of the share of NEETs in the population aged from 15 to 29, this group occupies 12.6% at the Belgian level, bringing the country in line with the EU average. The people who completed the lower levels of education dominate the educational structure of NEETs with the values being close to those at the EU level. In addition, the analysis of modern skills needed to function in changing labour market conditions found that the young population in Belgium possess satisfactory levels of these skills.





NEETS - MAPPING OF EDUCATION AND TRAINING PROGRAMS IN BELGIUM

Regarding the education and training offered in Belgium, 5 programs were analyzed, specifically targeting a (NEET) youth audience. The programs focus on personal and professional development broadly, with some specifically focusing on developing entrepreneurial skills.

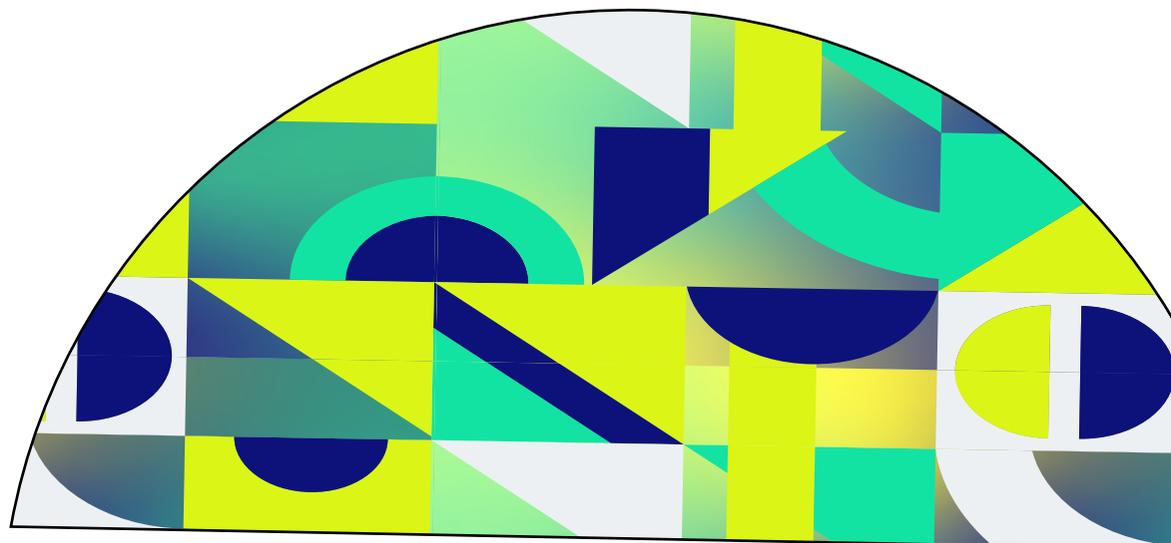
- 1) NicetoNEETyou
- 2) Youthstart
- 3) BOOST YOUR PROJECT
- 4) A Seat At The Table
- 5) NXT

All three programs focus on both personal and professional development, including building self-confidence and identifying competencies and interests. They also offer employment training (NicetoNEETyou and NXT), matching opportunities with employers for a job or internship (Youthstart, NicetoNEETyou and NXT) and specific skill training around entrepreneurship (Youthstart). Two programs offer short-term group programs (Youthstart, NicetoNEETyou) while NXT adopts the methodology of a two-year personal trajectory, working on the rhythm of the individual youngster.

Participating youth are either actively recruited (NXT) or have to personally apply through an online application (Youthstart, NicetoNEETyou).

The two programs analysed that focus on youth more broadly are centered around practical training and mentorship. One of the programs focuses specifically on young entrepreneurs (BOOST YOUR PROJECT). The incubator program is offered by a consortium led by Groupe One, an organization promoting sustainable entrepreneurship in Brussels. A Seat at the Table (ASATT), a non-profit, targets youth with a challenged background and offers them free mentoring programs to help them access employment opportunities.

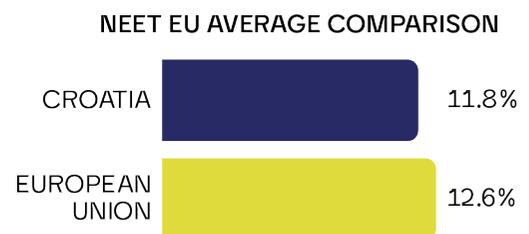
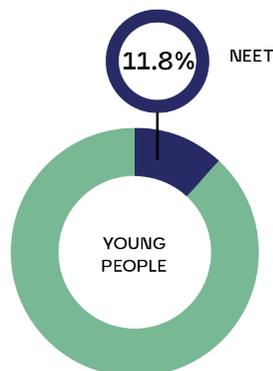
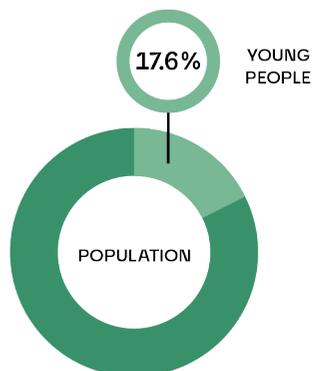
BOOST YOUR PROJECT includes a three-to-nine month program including practical collective workshops around digital marketing, crowdfunding, prototyping and the creation of a business model, the offer of a workspace and networking events. The aim is to have a ready-to-launch project by the end of the program. ASATT follows the methodology of a personalized mentorship program in which the youngster is matched with a leader from the private sector. The aim is to inspire and open doors to opportunities for employment or an internship. In both programs, participating youth have to apply themselves through an online application.



Croatia

NEETS – INDICATORS

In 2019, there were 684,437 people aged from 15 to 29 living in Croatia. Analyzing their educational structure, it is evident that the majority completed their secondary education, followed by those who completed primary education or lower levels of education. A comparison with the EU average shows that this cohort has a more favorable educational structure than the EU average; i.e. more people have completed their secondary education, while a smaller share has completed primary education or lower levels of education. The average unemployment rate of the population aged from 15 to 29 is higher than the EU average, mainly pertaining those with only primary education or some lower level of education. The employment levels of this population group are also lower than the EU average, with the very low employment rate of the young population with lower levels of education being of particular concern. The young population is often at risk of poverty and social exclusion. The values of this indicator are lower than the EU average, and depending on whether young people live with their parents, it ranges from 20.3% to 22.2%.





NEETS - MAPPING OF EDUCATION AND TRAINING PROGRAMS IN CROATIA

Regarding education and training offered in Croatia, 6 programs have been analyzed, which deal with the topic of alternative finance, entrepreneurship, business creation and development, fundraising, investors engagement and other aspects of encouraging all stages of the entrepreneurial process.

The programs include:

- 1) Crowdfunding academy
- 2) Undergraduate and graduate study Entrepreneurship
- 3) Crowdfunding at schools
- 4) Head of crowdfunding campaign development and implementation
- 5) International Summer and Winter Crowdfunding School
- 6) Incubation program: education through lectures and workshops (modules 1 – 3)

The analysis indicates that programs are provided by universities and other public bodies, and in most cases by private, specialized agencies. In Croatia, all public universities have established study programs (undergraduate and graduate studies) which place great emphasis on all aspects of entrepreneurship development. In this analysis, however, the emphasis is put on the Faculty of Economics and Business in Rijeka (EFRI), as one of the partners on the INCrowd project.

Furthermore, the analysis showed that other programs in Croatia are aimed at acquiring knowledge in the field of crowdfunding (and related areas), oriented

towards the wider community (i.e., all individuals who want to develop their entrepreneurial ideas) and also to primary and secondary school students. Namely, the strategic directions in the EU, and thus in Croatia, are largely aimed at generating entrepreneurial knowledge from the lowest levels of education, which gives added value to such programs.

We also singled out the activities of the International Crowdfunding Center (ICFC). The ICFC was established with the aim of gathering and exchanging knowledge of crowdfunding experts, promoting the concept of crowdfunding and educating the business, civil and public sector about it, assisting in preparing and implementing their campaigns and seeking investors. ICFC, the Crowdfunding School (Crowdfunding učilište) was established; its activities include a range of programs, initiatives and other activities aimed at strengthening and creating new knowledge and skills of students, business (SME's) and the public on the ways and methods of development and commercialization of entrepreneurial ideas. Besides ICFC, it is also worth mentioning the BRODOTO agency, its advisory, educational, and support activities (i.e., Crowdfunding academy) aimed at assisting the potential stakeholders in their market presence (i.e., visibility, sustainability, connectivity).

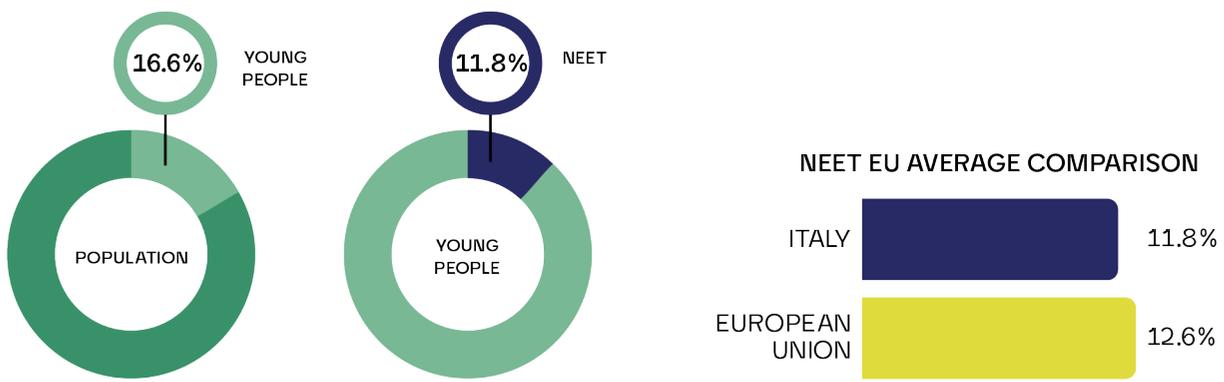


Italy

NEETS – INDICATORS

The educational structure of the young population in Italy is dominated by those with some form of secondary education, while unemployment mainly affects young people with lower levels of education. Also, in accordance with the above mentioned, it is possible to conclude that the highest level of employment is achieved by the young population who completed secondary and tertiary education. The worrying situation stems from the fact that more than a third of the young population is at risk of poverty and social exclusion. According to this indicator, the young population in Italy is significantly above the EU average.

The largest share of NEETs, which account for 11.8% of the population aged from 15 to 29, have completed secondary education or some form of lower education. Regarding the skills crucial for participation in modern labour markets, the available data indicate a satisfactory level of digital skills and use of the Internet, while the use of computers and online shopping can be identified as problematic areas.





NEETS - MAPPING OF EDUCATION AND TRAINING PROGRAMS IN ITALY

The research of education and training projects in Italy has been focused on the offering of educational paths, for young people and NEETs aimed at obtaining practical skills and knowledge, to develop an entrepreneurial idea or a crowdfunding project. The research conducted gathered young people not involved in studying or working activities, while the age criteria is more flexible (from under 18 to 30). Even if, in most cases, private institutions offer an educational program, the public is highly involved as a promoter. In particular, the Informagiovani (in Eng. “Youth Information Centre”) and the National Agency for Labour Policies (Anpal).

In the Italian case, the use of crowdfunding is not so commonplace. The preference is to involve young people in training activities that give practical skills, making it easier to find feasibility in the job market. Often the path is connected with internships and a job placement. Only projects Meet no NEET and Puglia Start Up School include a crowdfunding experience after the training. In addition, most of the projects are only developed only in a specific territory (a region or a group of cities), few are applicable to the entire country, up to European collaborations. Ultimately, Italian institutions spend more resources to directly insert young unemployed people in the job market, and less to help them develop their business idea.

Here the 9 projects selected:

1. Meet No NEET
2. Lavoro di Squadra (“Team Work”)
3. NEETs in Entrepreneurship - Match the Future
4. Puglia Start Up School
5. Crescere in Digitale (“Grow up on digital”)
6. Yes I Start Up
7. NESET
8. CIVICNEET
9. NEET – New Educational Territorial Experiences

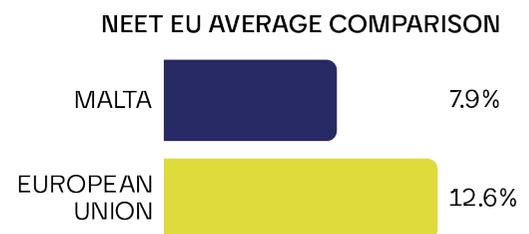
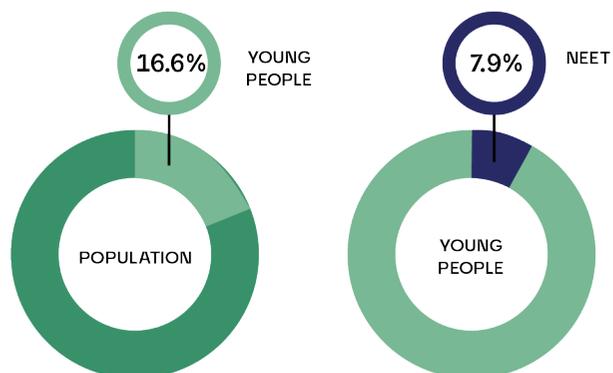


Malta

NEETS – INDICATORS

Malta, the smallest of the observed countries in terms of area and population, has 97,888 inhabitants in the 15 to 29 age range. This population category has mostly completed secondary education, while unemployment is expected to be highest among the young population with lower levels of education. On the other hand, the highest levels of employment are present among the young population who have completed some form of tertiary education. In terms of the risk of poverty and social exclusion, Malta's indicators in this area are very positive. Namely, the values of this indicator are convincingly lower than the EU average.

The NEET group includes 7.9% of the population aged from 15 to 29, which is lower than the EU average. The largest share of NEETs has completed primary education. The analysis of modern skills indicates that Malta is also above the EU average in this area and is achieving positive trends.





NEETS - MAPPING OF EDUCATION AND TRAINING PROGRAMS IN MALTA

Regarding education and training offered in Malta, 10 programs have been analyzed, which deal with the topic of entrepreneurship, business creation and development, and other aspects of encouraging all stages of the entrepreneurial process such as Leadership and Innovation.

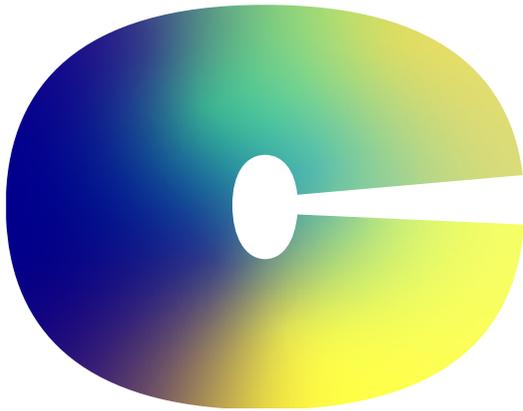
1. Diploma in Creativity, Innovation and Entrepreneurship
2. Master in Creativity and Innovation
3. IOT2008 – Innovation and Entrepreneurship: Practical Approaches
4. Entrepreneurship - DGP0103
5. IOT2301 – Ideas and Intrapreneurship
6. LAS2020 – Ideas and Business Venturing
7. JAYE Company Programme
8. JAYE StartUp Programme
9. JAYE Primary & Secondary Programme
10. Award in Business Entrepreneurship

As one can see from the list of programs, most of them are targeting EQF level 5 upwards. The programs vary from Masters level to Bachelor's degree, Diplomas or individual modules as part of bigger and wider courses.

The JAYE (Junior Achievement Young Enterprise) programs are targeting students at lower levels such as pre-University and University first years, but again they fall within the academic structure, as students need to be part of

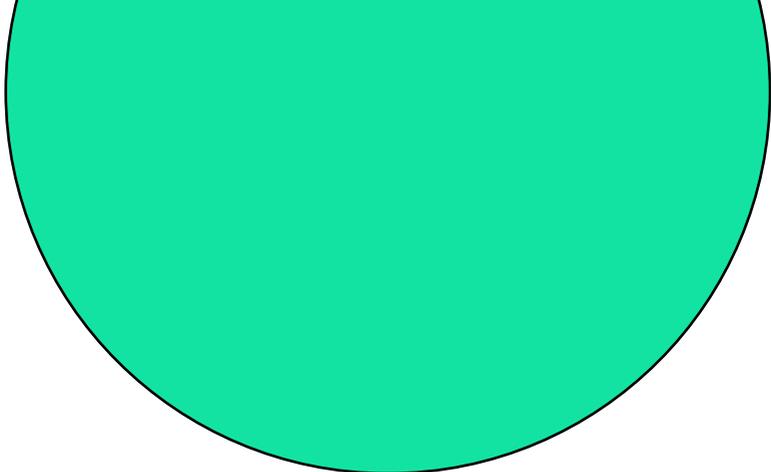
a school. We did not find any courses specifically for NEETs. Apart from the JAYE courses, the programs are all taught courses either in class or remotely, while the JAYE programs are more hands-on where students learn by doing. Moreover, it is identified that there are no courses or programs dealing with crowdfunding, investor engagement or fundraising. These topics are usually handled in accelerator or incubator programs as part of the process.



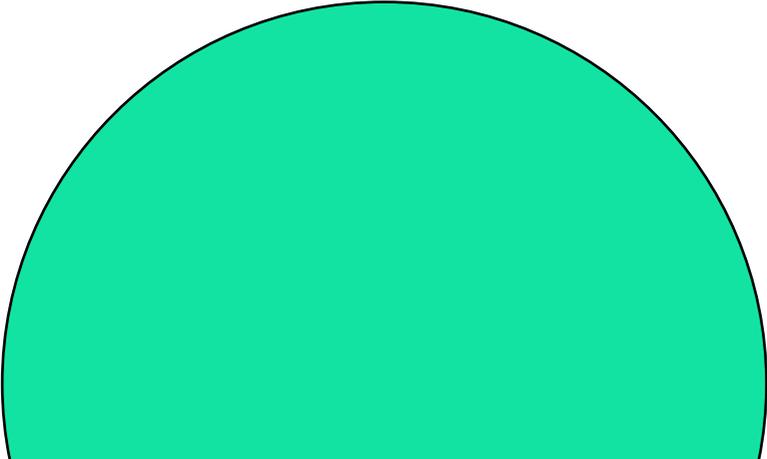


INCROWD - CONCLUSION AND RECOMMENDATIONS

-  It is necessary to increase the awareness of the public at national and EU levels about the position of the NEET population through media activities and other communication channels.
-  Teaching programs at the lowest levels of education should be increasingly oriented towards their modernization, towards increasing the quality of the teaching process and towards specialization and recognizing the needs of the modern labor market.
-  The EU has taken steps towards achieving the aforementioned priorities within the framework of the EUROPE 2020 strategy, and will continue to do so in future development strategies.
-  It is necessary to describe the NEET population category in more detail and to pay more attention to them through adequate educational and institutional activities. This can be achieved through closer cooperation between national employment services and educational service providers at all levels.
-  Increase the number, quality and availability of programs intended for this population group, through close cooperation of the aforementioned stakeholders and national associations of entrepreneurs and employers.
-  Educational programs aimed at the NEET population should be mostly focused on entrepreneurial activities and encouraging self-employment through alternative ways of financing entrepreneurial ventures.



PROJECT PARTNERS





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