

# “Dos and Don’ts Manual For Young Entrepreneurs”

## SHORT VERSION



Created 2024

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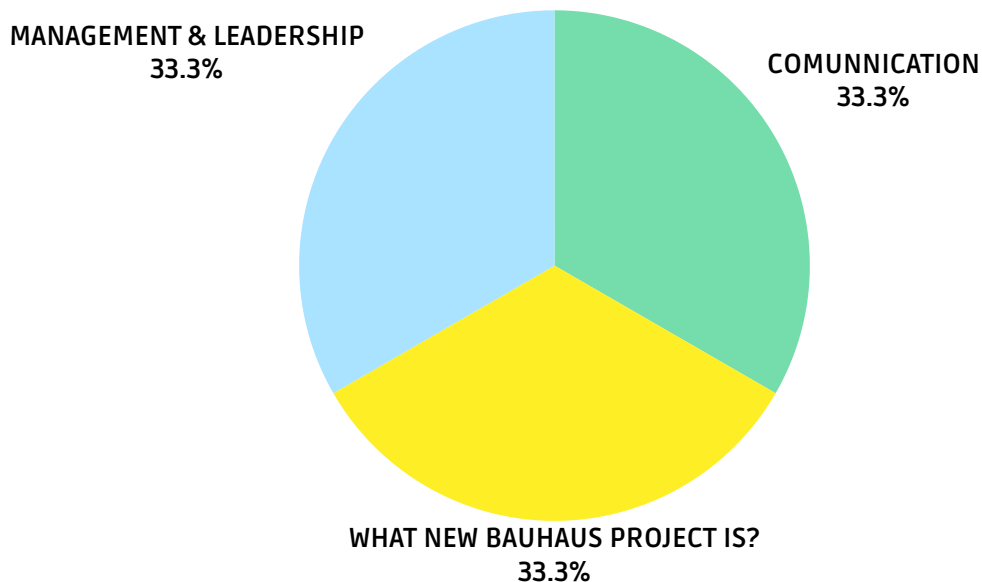
# 1. Dos And Don'ts - Just Act



This brochure is a guide for young and active citizens who want to be more entrepreneurial and involved in their communities, is merely an introduction, a veritable prelude to the “Dos And Don'ts” , that will show you how to use your creativity, skills and rights to design and implement projects that improve the spaces and places around you.

You will learn about the New Bauhaus Project, a European program that supports innovative and sustainable solutions for urban and rural development. You will also discover how to work in a project cycle, find funding sources, cooperate with local authorities and promote your activities. You will see examples of successful projects led by young people like you, who have made a positive impact on their environment and society.

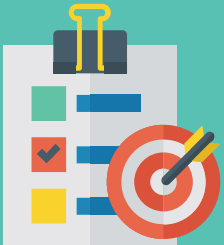
Contents of the manual:



We want to share our knowledge and inspire you to take action. So, don't wait any longer, grab this manual and start your journey to become a leader of change. It's worth it!

## 2. New European Bauhaus Goes Youth

If you are interested in:



1

What does the project work cycle look like?

2

How to unite a team around a common goal?

3

What characteristics does an effective leader have and how can you develop yourself?

4

What business tools might be useful to you and how to use them?

You should learn more about the New European Bauhaus (NEB).

Do you have a brilliant idea for a sustainable and inclusive project, but you don't know how to make it happen? Do you want to be a good leader for your project and your team? Do you want to learn how to plan, design, execute, and evaluate your project effectively and efficiently? If you answered yes to any of these questions, then you should reach for the full manual!



In chapter 2.2 "Project cycle. How do you turn an idea into a sustainable, innovative and, above all, eligible project?", you will learn about the Project Cycle Management (PCM) methodology, a tool that will guide you through the four main phases of a project: startup, design, execution, and closing. You will learn how to define your objectives, analyse your context and problems, plan your activities and budget, manage risks and uncertainties, collaborate with stakeholders, and evaluate your results. By following the PCM steps, you will be able to transform your idea into a reality.

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Furthermore, you will learn about project leadership and why it is so important! You will learn what are the qualities and skills of a good leader, and how to apply them to your own project.

You will learn how to communicate your vision and mission clearly and convincingly, how to foster teamwork and collaboration among your team members, how to deal with challenges, risks, and uncertainties, how to keep your team motivated and engaged, and how to achieve your goals.



You will also find some examples of successful projects that have used the PCM and other tools to achieve their goals.

These sections are full of practical tips, insights, and inspiration that will help you make your project a success!

**Are you ready to join the New European Bauhaus?  
Read on and find out how!**



## 3. Yes, you will need some money to get off the ground

Have you ever thought about it?



1

Who are stakeholders in my project?

2

What is a business plan?

3

Who would ever want to finance my idea?

4

From idea to project, why is financing so important?

In this chapter of the manual, you will not only learn how to cooperate with local authorities and other stakeholders in your project, but also you will learn how to create a business plan and how to prepare a budget.

If you read section **3.1. "Budget planning"**, you will learn about practical tips when planning financing and you will be able to plan and analyse a budget for your project.

Cooperation with local authorities can be crucial for the success and sustainability of your initiative. Therefore, it is worth spending some time on planning and implementing this aspect.

Let's start with who are the stakeholders. They are anyone who has an interest or influence in your project, such as potential beneficiaries, partners, funders, competitors, or authorities. Each of these groups may have different needs, expectations, and level of influence on your project. You need to identify and analyse your stakeholders, their characteristics and interests, define roles and level of participation, and check if there are any conflicts of interest among them.

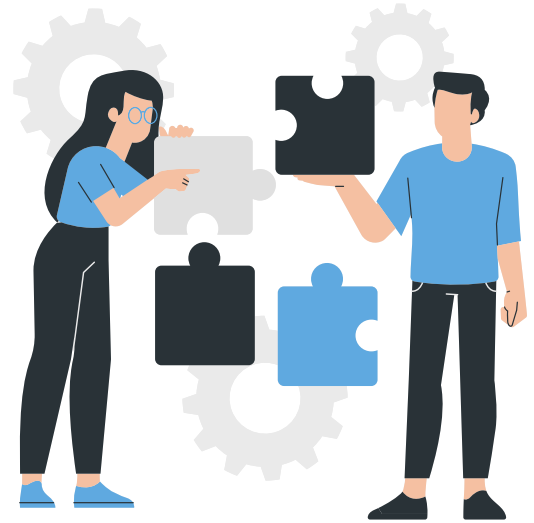
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You can use a simple matrix to divide them into four groups: those who need to be managed closely, those who need to be kept satisfied, those who need to be kept informed, and those who need to be kept under control.

[/More about in section 3.3. "Hello, Mr Mayor, I have an idea in mind!" Cooperation with local government and other stakeholders in Handbook "Dos And Don'ts Manual For Young Entrepreneurs" /](#)

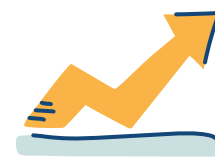


Do you know your stakeholders? You need to communicate effectively with them, using active rather than passive communication. You need to involve them in your project, update them regularly, seek their feedback, and be honest and responsible. You also need to present your project in a way that appeals to your stakeholders, highlighting the benefits and impact of your project for them. You need to tailor your presentation to the audience and the context, and use appropriate tools and methods.

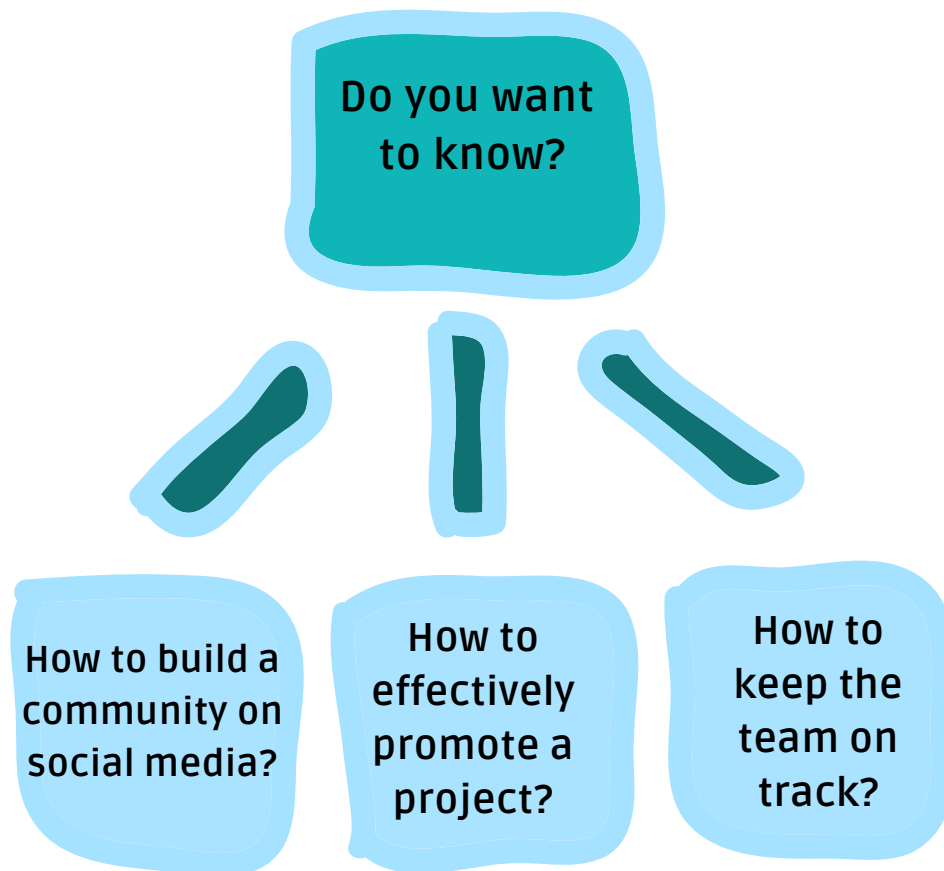


By following these tips, you can build strong relationships with your stakeholders and increase the chances of success for your project. Cooperation with local authorities and other stakeholders is not only a requirement, but also an opportunity to create value and positive change in your community.

**Boost your potential, expand your knowledge!**



## 4. Hi, can you hear me?



If you want to engage young people in your project, you need to know how to use new media effectively. New media refers to the digital platforms and tools that enable instant and interactive communication across the globe. Unlike traditional media, such as newspapers, magazines, or TV, new media is about the power of community, where anyone can create and share content, have a say and be heard.

However, new media also poses some challenges, such as fake news, manipulation, and digital addiction. As a young entrepreneur, you need to be aware of the opportunities and risks of new media, and how to use it to reach your target audience.

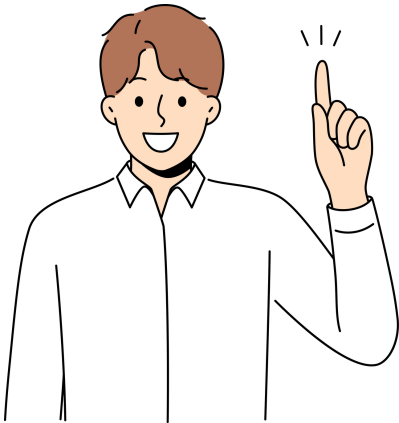
Being in the new media is not a magic bullet that will automatically attract young people to your project. You need to understand their needs, values, rules and communicate with them respectfully and authentically. Young people are not a homogeneous group. They have different interests, preferences, and personalities. You need to do some research and find out what motivates them, what challenges them, what entertains them, and what inspires them. You also need to speak their language, use their slang, and relate to their culture.

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There is no one-size-fits-all solution. You need to choose the right platforms and tools for your project, depending on your goals, resources, and audience preferences. You also need to tailor your content to the features and formats of each platform. You don't know what platform will fit your project? /More about in section 4.1. "Less is more in social media".

The new media is not a one-way street. You need to listen to your audience, seek their feedback, involve them in your project, and respond to their comments and questions. Young people are not passive consumers of information, they are active producers and participants of content. They want to have a voice and a choice in the matters that affect them. You need to create a dialogue-based community where your followers and customers can share their opinions, experiences, and ideas. You also need to show them that you care about what they say and that you are willing to learn from them.

/More about in section 4.2. Youngsters want to shape the world actively!

Social media reach is not something that you can take for granted. It is not enough to set up a profile on Facebook, Instagram or Twitter and hope that the users will find and like you. Social media reach has to be earned, and that requires time, planning and commitment. You need to invest time, money, and energy to create quality content that stands out from the noise and clutter of the online world. You also need to have a clear strategy, set targets, measure results, and adjust accordingly.



Want to know how you can leverage new media to create value and positive change in your community? Check the full manual to learn more. The success of your project depends on your vision, passion, and action. More about in chapter 4. "Hi, can you hear me?"

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## 5. That's who YOUNGSTERS are

Do you want to know?

- ✓ Who are your potential project partners?
- ✓ What is the potential of young people?
- ✓ What drives young people to act?
- ✓ How to meet expectations in creating a project's workflow?

To connect effectively with this group, it's crucial to start with a thorough understanding of their needs and wants. This isn't a task to be taken lightly, but a careful process that demands a deep grasp of their likes and wishes.

We've done this analysis for you. Here, you'll find a detailed account of young people's work preferences, communication styles, and expectations from leaders. This information acts as a guide, showing you how to engage with them in a way that aligns with their values and goals.

If you want to dig deeper into the mindset of young people and better understand their attitudes, we suggest you look at [Chapter 5](#).



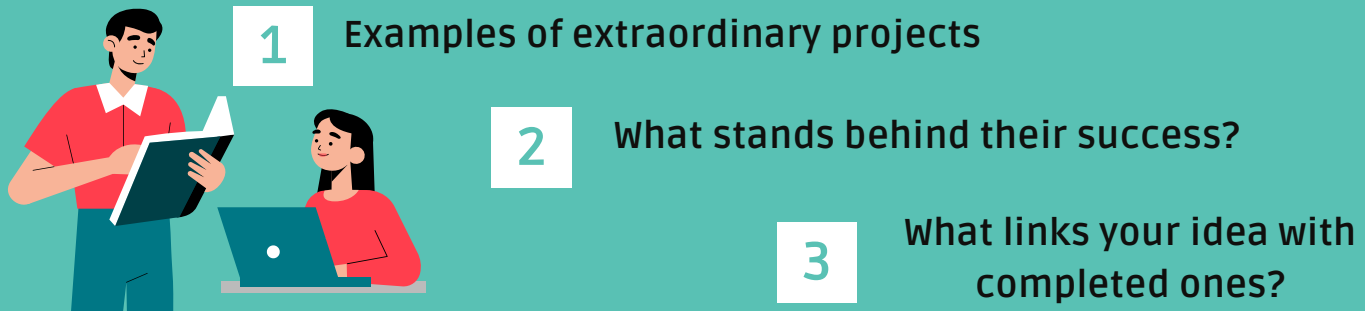
This part offers a deep dive into the mindset of young people, providing useful insights that could be key in your interactions with them.



Remember, language isn't just about grammar and words; it's about understanding and connecting with your audience. So, let's start this journey together, exploring the intriguing world of youth preferences and attitudes.

## 6. Learn from the best!

Do you want to know?



It is not necessary to learn everything from the beginning. Sometimes, it is good to learn from the experiences of others. It is important to learn from the examples of successful initiatives. Here, you will find examples of good practices in social projects for local communities. These projects are done by involving the residents - especially young people.



These projects are not only drops in the ocean, but they have a significant impact on many people's lives. They show how the sky's the limit when it comes to creativity, innovation, and collaboration. They demonstrate how young people can be agents of change and how they can use their skills, talents, and passions to make a difference in their surroundings. They also illustrate how local communities can differ culturally, perspectival and how they can benefit from their diversity.

If you want to learn more about these projects, you can read the stories and testimonials of the people who took part in them, organised them, or benefited from them. You can also see the results and outcomes of their work, and the problems and opportunities they had.

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## 7. You already know everything Be proactive

To make it easier for you, we have prepared a 'Dos And Don'ts' manual for you as part of the Nebula project.



In this manual, you will find many examples of good and bad practices related to the entire project cycle: from idea creation, through planning, to implementation. This will help you understand what to do and what to avoid to make your project effective and satisfying.

We are glad that you are engaged and proactive. This manual will help you develop while managing projects. It will show you how to be creative, innovative, and collaborative. It will also show you how to leverage the potential of young people and local communities and how to change the world for the better.



Check out what else we have prepared for you.

Handbook “**Dos** And **Don'ts** Manual For Young Entrepreneurs”

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