



Youth in Action programme "Youth for democracy project"

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SOLIDARITY TRACKS



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Growing from idea to business

MAGAZINE

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Introduction

The Youth Entrepreneurs Club is a meeting point for young people who are interested in developing an entrepreneurial project. By means of this club, we want to support the future young entrepreneurs by giving them useful information.

It started in Lefkada (Greece) in November 2012. We made the first step by creating a network among four partner countries, which are Greece, Romania, Italy and France. We had in each country a meeting between 16 people from these partner countries. During these meetings, the participants set up the content of the web site and the forum. Both constitute the virtual meeting point for the young entrepreneurs, in order to broaden the network already created and to continue learning from new experiences of young entrepreneurs across Europe. We would like to expand our network day by day, month by month, across all Europe and we also want to involve other youngsters and successful entrepreneurs from all parts of Europe in order to make a link between them.

This magazine is edited in Lefkada, Greece, concentrated on topics related to young entrepreneurs and future would be entrepreneurs. The magazine and the club will work as a link between them. In the club, the future young entrepreneurs have the possibility to meet their peers, experts and decision makers from different countries, talk about ideas and opportunities and share experiences. This club is expected to be established as a forum and a nexus linking the future young entrepreneurs with the politicians, entrepreneurs and experts from all Europe and neighbor countries. This is the fifth journal. We tried to focus on presenting long term well run businesses, some ideas for future projects and presenting successful Entrepreneurs from Lefkada in order to motivate the interested youngsters to start their business. So don't hesitate and join the club!

Entrepreneurial Good Practices Around The World

Eco-Initiatives



A first good example of a good practice is eBay, a company focused on environmental sustainability. The online retail and auction site makes easy for people from all over the world to exchange and to re-use goods rather than throwing them away. The company includes an eBay Classifieds section, where individuals can buy and sell used household appliances, furniture and other hard-to ship items within their local community, eliminating the need for shipping and packaging, and keeping functional items out of landfills. Additionally, because most of the environmental impact of eBay business occurs when one user ships something to another, the company targeted the logistics and delivery aspects of green supply chain management by partnering with the United States Postal Service (USPS). Together, eBay and the USPS created a co-branded line of environmentally friendly Priority Mail packaging that has earned Cradle-to-Cradle™ certification.

Google's Environmental Innovations



Widely recognized as a business innovator, Google is also leading the way to a greener future with its environmental sustainability and green supply chain management practices. The company has demonstrated a commitment to existing in concert with the environment through such initiatives as powering its facilities with renewable energy sources, bringing in goats to trim the grass, and hosting farmer's markets and sustainable-cooking seminars. Google has established an environmentally aware corporate culture and solidified its reputation as one of the world's most forward-thinking companies. (<http://www.usanfranonline.com/companies-thatpracticeenvironmentalsustainability>)

Fairtrade is a trading partnership that focuses on sustainable development for poorer producers. It does this by providing better trading conditions, raising awareness of their situation and campaigning.

Eco-Business In The Town Of Lefkada

Lefkada is a Greek island in the Ionian Sea on the west coast of Greece, connected to the mainland by a floating bridge. Centuries ago, agriculture was a priority number one in the business of Lefkada. The most profitable businesses were cultivation of olives, production of Olive oil (nowadays already known and famous all around the world), cheese and salami factories, pasteli and Honey. Citizens were committed to agriculture which, as it turned out, gave not only a better life, but also a survival on the island. One of the most profitable and sustainable businesses in Lefkada is viticulture. Nowadays wine ranks are the most important products among the other traditional products of Greece. Lefkada has many wineries, but the most successful one is T.A.O.L wine factory, which is a good example for slow food in a sustainable way of production. It is also recognized as one of the oldest wine factories in Greece. The winery was launched in 1949 in a building at Kastro area (entrance of the island). The winery receives the grapes and produces bulk wine and wine in bottles on behalf of the producers. According to the local consumption,



this wine is available in all Supermarkets in Lefkada. The supermarket exists since 1968 and it's located on the ground floor of a private building of the Union at Street Golemis 5.7 Lefkada. There you also can find many other supplies like: fertilizers, feeds, pesticides, veterinary drugs, machinery, tools and many other types of rural and wider professional use. The services provided by the association offices on the road Golemis 5.7 Lefkada include:

- Implementation of project OSDE for approximately 3,000 beneficiaries
- Implementation of the project "Reimbursement of VAT of the farmers"
- Insurance services as representative of COOPERATIVE INSURANCE
- Accounting information of our cooperative members

Entrepreneurs voice

We would like to share the experience of young and successful entrepreneurs from Lefkada.

Our first entrepreneur Ioannis Anifantis, was born 32 years ago in Lefkada. He graduated at the University of Ioannina in the department of economy and also the school of journalism and mass-media in Athens. In 1999, together with his sister, he opened a shop in the center of Lefkada offering internet services, Satellite and Forthnet technology. So, during 20 years for now, the company has been developed step by step and, little by little, it gained many stable customers and became a successful long lasting business.



Giorgios Vayenas is the owner of "Vayenas furniture shop" in Lefkada. He started his business at the age of 20. He was young and inexperienced but a very motivated boy who was eager to continue his father's business and at the same time to bring some innovations into the town of Lefkas. He started his own business in 1993. Sustainable and modern products are the two main things that makes his business unique. After many years of searching, looking, developing and gaining experience in the field he found the way to fulfill the needs of his customers. He is importing products from European countries like Germany, Austria and Italy. From there he gets the best quality for a reasonable price. All the products are based on sustainability and a good quality. They are based on modern standards and available for every class of people. It's been ten years since the opening of the shop, ten years of experience and hard work which brought Giorgios to one conclusion: "Satisfied client brings new client".



Kristina Pejic is a young entrepreneur girl with the age of 23. After moving from Serbia to Lefkada, together with her husband, they managed to open their own tourist office in Nidri which they named "Love Lefkada". During the last two years they have been actively promoting the Island through the agency website. The website is created in Serbian and specially dedicated for Serbian tourists. Only the last year the website had 51.000 visitors after from which 16.000 tourists actually had been hosted by "Love Lefkada" agency. On their web site potential tourists can find all interesting and needed information about Lefkada such as: accommodation booking, tickets for cruises and car renting. Soon they will be having a new website "www.lovelefkada.com" which will be world wide promoted so that more visitors will be able to use the services of "Love Lefkada". Kristina statement was "We don't have any special slogan, it's just that working with people is beautiful, and if you can make someone's holidays easier, why not to do it. I really enjoy it, and last summer was amazing, we meet many new people and made friends from all over Serbia!"

Entrepreneurship And Sustainable Development Via Origami

From Idea To Business



It is very important for our future society that the present young generation to be conscious and aware about sustainable development and sustainable entrepreneurship. We believe that the best way to raise awareness about these topics is to do it through different non-formal education methods. One of these methods can be the use of the Origami technique in educational activities that promote the sustainable entrepreneurship spirit. At the end of October 2013, it was organized a Training Course based on

sustainable development via origami in Lefkada. During this Training Course the participant's task was to collect new entrepreneurial ideas for future sustainable businesses. After they had the idea they had to realize it by technique origami technique, build a scene for visible results and exhibit for the local community. Two participants from Romania, Czier Adam and Pap Eva made an origami scene about a Tourism Cluster of Lefkada. Their project idea is waiting to be realized.



Tourist Cluster

From Idea To Business Creation



A business cluster is a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field, giving a decisive sustainable competitive advantage over other places. Clusters are considered to increase the productivity with which companies can compete, nationally and globally. Michael Porter claims that clusters have the potential to affect competition in three ways: by increasing the productivity of the companies in the cluster, by driving innovation in the field, and by stimulating new businesses in the field. In modern economy, it is important for companies to make productive use of inputs, requiring continual innovation. The nature of a tourism cluster –comprised of cultural and environmental attractiveness of a place, its brand, hotel services and access to qualified

guides – help entrepreneurs to act together. Common action can result in enhancing tourists' enjoyment of staying in a given area by offering them a comprehensive tourist offer. [Source: Wikipedia]

Their (business idea) project proposes that hotels of Lefkada should form a Tourism cluster in order so they can cooperate with each other in an innovative, sustainable way. Their aim is to encourage the hotels of Lefkada to work together. In that way they could buy raw materials from local businesses and farmers, thus supporting the local economy of Lefkada. They could also procure primary materials much cheaper because they are forming a larger entity (the larger is the request, the lower is price). They could offer cheaper and additional extra services for the tourists.

Tourist Cluster

From Idea To Business Creation

Tourist Cluster`s basic ideas:

"We present only a few ideas of additional services which should be analyzed and extended based on the clients' needs, supporting local agricultures and wineries. Our ideas for a sustainable local tourism industry are to:

- Establish a cooperative organization, a cluster, where each of the entrepreneurs can only win.
- Unite the hotels of Lefkada and make them more competitive
- Make "wine routes" and promote them among tourists (visiting local wineries and organizing local wine tasting events)
- Support local bio farms by buying raw products from them; make excursions to local farms, tasting local food, experience rural lifestyle
- Organize bird and animal observing days with environmental protection experts and guides
- Promote mind and body care services (massage, yoga, meditation, Thai chi, acupuncture, etc.)
- Offer boat rental with professional guidance, having the possibility for visiting the region and sleeping on the boat"

Linking Sustainable Development With The Technique Of Origami

Important point of view regarded to sustainable development via Origami Possibilities of using origami in everyday life in line with the sustainable development's principles, we would like to make a connection between the idea of sustainable entrepreneurship and origami technique, which is more than just paperfolding.

Social aspect: Children and Youth

From the early fragile years the origami should be taught to children. The origami teaches them eye-hand coordination and helps them develop a higher level of concentration, to be perseverant and creative. Ideas appear first as thoughts, and through the colored papers these ideas can be materialized. Group work helps to the socialization process, improving the personality and finding the identity of the person. Economical aspect: Possibilities of the Origami Art in Businesses. Through the social aspects presented above, the usefulness of this technique in the economical field could also be iden-



tified. The technique of making origami scenes could be very useful to recruitment companies. This could be an additional personality identifying method and it could be integrated into their services. All of the psychological aspects of a person could be shown during creating an origami scene (especially in teamwork). This method could be a completion of the psychological tests and could be used as a final level of filtering. This method could help to analyze the candidates' behavior like patience, cooperation, creativity, communication, problem solving and decision-making abilities. The team-work and individual work's inventiveness could also be measured. Inside companies the origami technique could be used in order to shake together the employees by team-buildings. Doing specified origami scenes, the employees can learn how to cooperate with each other and how to work together as a team. This should lead to widen their views. There will not be "I" in the team, but "we". Thus they could understand why teams are important, the benefits of teamwork and how to be an effective and successful team. Working in teams could enhance problem solving abilities and creativity, also

could help to learn responsibility. Origami could be a non-formal education that should contribute to the companies' efficiency and productivity, in this way they could become sustainable.



Ecological aspect:

Origami could make us "Think Green". The most important question along the social and economic aspect is "How to remain sustainable by being ecological?" The answer is simple and yet it is difficult to the every-day consuming people to learn not to use all of the raw materials and not to waste so much. When people use origami, or make an origami scene, their behavior while working on it reflects how they are in real, every-day life. After finishing a scene they can look back and be easily confronted with the quantity of the waste (small or large) that they did. This could be a good way to help them realize how ecological they think, and by this their eco-friendly view could be widened and improved.

The sustainable Entrepreneurship is a relatively new phenomenon in our life. According to the principles of sustainability that we can say the creation of new projects/activities based on the cohabitation of the social, ecological and economical growing and protection.

