

FEBRUARY 2020 • ISSUE NO. 1

# YOU CAN

**Youth magazine**

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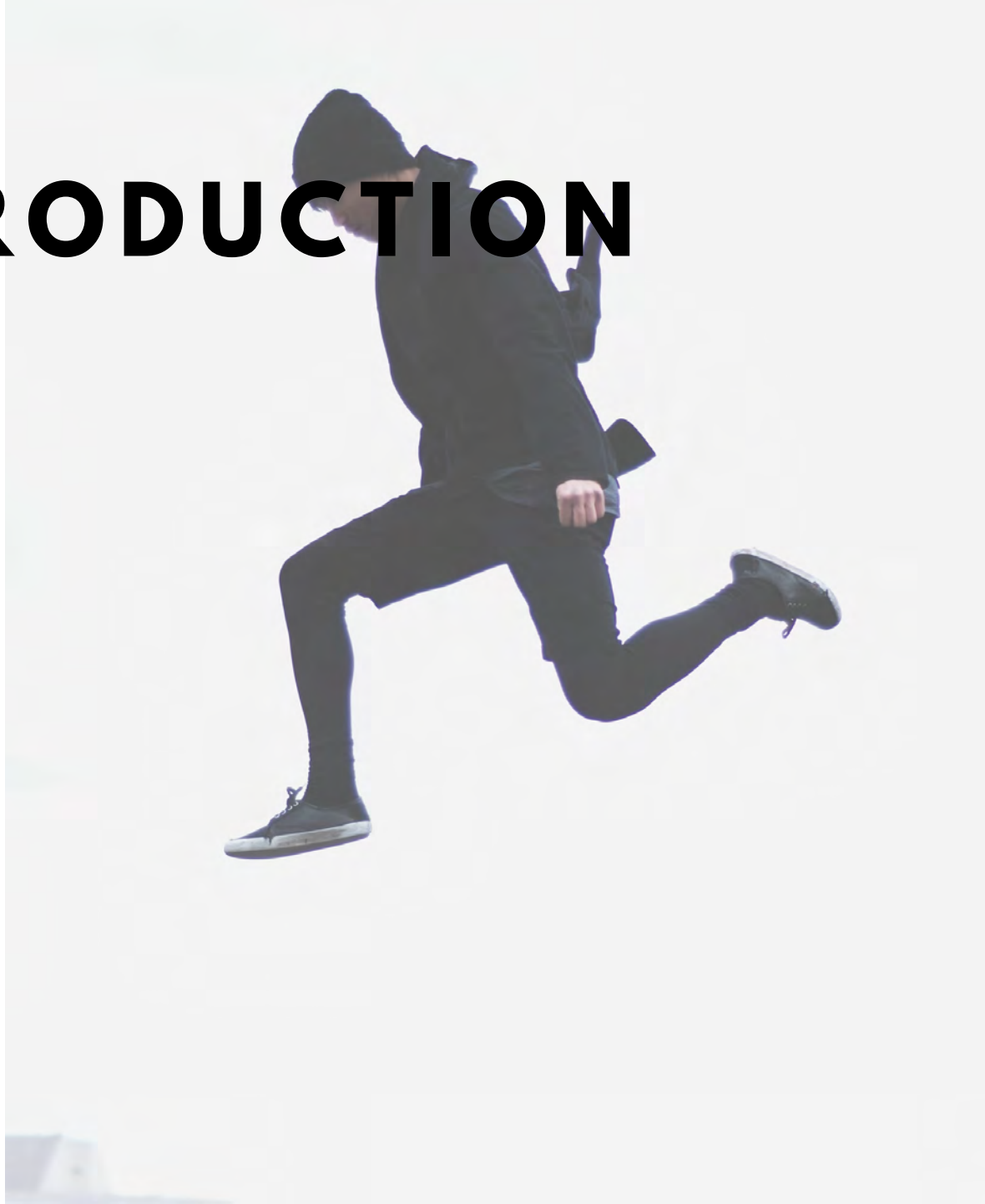
Learn about a successful business idea from Latvia and get inspired!

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### ***THE MAZE***

Travel the maze to enter a youth project and learn what you need as a young entrepreneur along the way!

# INTRODUCTION



**Young citizens of Europe, behold! This is a magazine FOR YOU!**

In this short, comprehensive magazine "YOU CAN", learn about different opportunities young Europeans can use to improve their lives and finally achieve their goals!

Here you can learn about some of the assistance that the European Union can offer to you to fulfil your dreams. Additionally, read about the struggles young people face when considering their future education choices and projects. Furthermore, 2 of our contributors will provide valuable insight into the business world through their different perspectives on getting started. And finally, as a cherry on the cake, we offer you an interview with a young, successful business owner from Latvia!

The team behind "YOU CAN" hopes that you, dear reader, will enjoy this magazine! We look forward to creating a better future for young Europeans together!

# GRAB THE EU'S CHANCE

NIKI EFFRAIMIDOU

**The European Union offers a wide range of opportunities, especially for young citizens, to get into the competitive labour market. Quite a few are well known enough to the European community when most of them need some search to be found. Let's check them out!**

Undoubtedly the most famous programme which offers working experience (WE) in the EU is the Erasmus+. This programme, organised by the universities, includes two types of exchanges for its students: the placement (abroad traineeship) and the after placement (working abroad for some months, after getting the Bachelor's degree).

As for university graduates, there are internship positions at the Committee of the Region, in Brussels. More specifically, there are two options, both full time (40h/week): a short term study visit up to six months and a standard traineeship up to 5 months.

Moreover, the EU offers internship positions at International organisations such as UNESCO, UNICEF and WHO, as well as traineeships with the EU eg. in the European Parliament, the European Commission and the European External Action Service in Brussels and Strasbourg. For more traineeship opportunities, people could visit [Eurodesk.eu](http://Eurodesk.eu) and get informed for the latest updates.

Remarkably mentioned is the fact that there is an ongoing European campaign against unpaid internships. For paid traineeships, young people could search for working opportunities in "[Transparency at work](#)" and "[InternsGoPro](#)" websites, for further information.



Besides the working experience, the EU offers some different experience opportunities for youngsters. For studying opportunities, there is the Erasmus+ studying 6-month programme, which is an experience offered for university students to study at a related university in another European country.

Furthermore, there are other Erasmus+ projects, youth exchanges and training courses, which can be attended by any European (and sometimes non-European) citizens, regardless of their academic level or profile. The topics of these projects are relevant to the EU's sustainable development goals, such as entrepreneurship and cultural diversity.

Lastly, the EU since lots of years is running the project called "[Discover EU](#)", which is a unique opportunity only for 18 years old citizens, to travel by train to Europe, for 30 days for free. Additional details can be found at the [European Youth Portal](#).



In Hungary after the Primary School, you can go to a Secondary or a Specialized one normally. After that, if you did a Secondary School you should go to University because with an „Érettségi certificate” you can’t choose many working places if you wouldn’t thinking about that to be a shop assistant or something like that. If you made a Specialized School you may actually have an extra year or a summer work where you don’t get money, they get working experience.

To get to the University much easier than stay there and end the class that you started.

I’m 19 years old and I would like to go to university, so it’s actually for me to write about this.

## THE BIGGEST CHOICE OF THE LIFE

**ÁKOS BODI**

My choices about going to University is because I really like math and IT, and I’m studying Economics as well, and with the Érettségi certificant, I can’t work that I want. The best choice was to combined the 3 classes that I like, and I find IT Economist, and I fell „it’s that I want to do”. There are a lot of universities in Hungary, like in my homcertificate that a little one, unfortunately. I choose Budapest for the first place because It’s one of the best choices to study in the capital city of your country. It’s much harder to live there for me because It’s more expensive, to use public transport is much harder and I will be alone after all. I chose The Budepest’s Economist University because they give me a student hostel for really cheap and it’s a really good University in Hungary or in Budapest too.

***Everything in a few words, for me it wasn’t a difficult choice to find a course that I want but to find a good University a much harder one.***



# 7 WAYS TO PREPARE FOR FUTURE BUSINESS

VERONIKA SLÁVIKOVÁ

- **Learning, trying new things**  
– Keep your eyes open and don't stop in one place.
- **Start making contacts** – Create your own network and learn from others.
  
- **Know yourself, your motivation, your limits and attitude** – To be successful, keep your business in line with your personality and resources.
  
- **Choose carefully, be original and find the gap you can fill**  
– The key to success is finding needs you can fill, also needs you want to fill and that will produce enough income.
  
- **Find investors** – If the business you are starting need investors, do what you can to find out what investors are looking for and where to find those who might invest in your kind of business.
  
- **Be aware of the legal requirements** – You need to understand the rules that come
- with opening a business.

*Are you young, independent and creative with original ideas? If you answered yes, you are in the right place.*

**Draft a business plan** – What should it contain?

- Executive summary
- Business strategy
- Industry analysis
- Market analysis
- Organization and management
- Financial projections and request



# DO YOU WANT TO OPEN A BUSINESS IN ANOTHER COUNTRY?

ALEKSANDAR KOLEV

## TRY THESE EASY STEPS, AND YOU WILL!

### Step 1. Research Business Practices

Business laws and practices, banking, and taxation all vary from country to country. Before you move abroad and get started on your new life, study the laws and requirements for the country you're interested in, and investigate how much it will cost to incorporate, acquire property, and start working.

### Step 2. Study Cultural Differences

In Bulgaria it is good to open a club or hotel but in some countries its not. Find what are the businesses in the country that are paid well.

### Step 4. Give Yourself Time

Even if you're excited about moving abroad and getting your business started, remember that all good things take time. Don't rush the process. Give yourself time to research, seek trusted counsel, and navigate the ins and outs of moving abroad.

*For centuries people create businesses like selling, crafting and more. In the past it was a lot easier to open a business to earn money. But don't be scared, friend! There are just a few steps you need to follow.*

### Step 3. Seek Legal Advice and Local Guidance

It's always a good idea to hire a lawyer when starting a business, and this is especially true when starting a business abroad. Locate an expat lawyer from your country who is living and working in the country to which you hope to move. This way you'll know that the lawyer understands you culturally, but has the knowledge and skills to help you navigate the foreign environment. You should seek to get involved with other business owners in the country where you plan to open your business. Start this process before moving so you have a few trusted friends whom you can go to with questions as you get your business underway.

### Step 5. Think about every single detail

See if you had the money to open the business or do you have the experience. You need to place minuses and the pluses and see which are more.



**Advice.** Now the EU gives good opportunities for young people like you, my friend. They can finance part of the business, give you advice for it and meet you with the right people. Try your chance to be a successful businessman at a young age.

<https://www.princes-trust.org.uk/help-for-young-people/support-starting-business/business-finance>

# A PROJECT FOR MY FUTURE

**IOANA IRIMESCU**

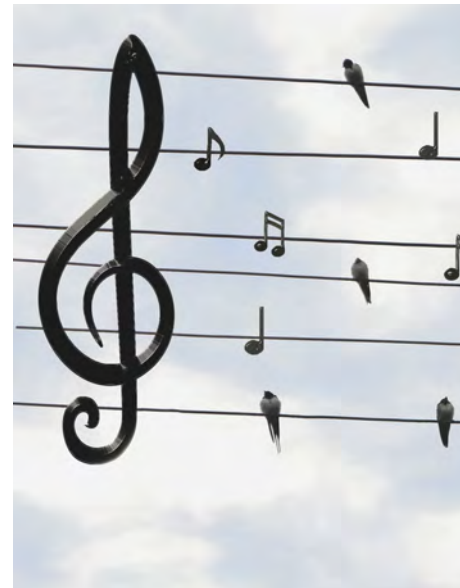
**Everyone has skills, and we must learn how we put them in practice for future jobs.**

Our skills and competencies are the most important things because we want to make a good first impression on the employer. Skills are unique, and they have different abilities that do not apply to every job because they are specifically individual things.

For example, a musician is, in general, a sensitive, ambitious and patient person that she/he has the opportunity to impress people with his or her talent. And this is what I want to do in my academy that I want to build.

This academy is going to have a lot of sections, such as music theory, private lessons for flute, piano and percussion, history music and outdoor activities.

They can study from an early age to early adulthood, and I want to help children to discover their skills and to develop harmoniously and attractively. The percussion lessons will be sustained by my best friend Sara which is a talented and ambitious person that I know.



**The steps that I want to follow in my business are:**

- firstly, I want to rent a place that has a garden for outside activities and breaks, and I want that place to be in my small city and after that I want to extend my academy;
- secondly: I want to promote this action with some attractive flyers and pamphlets.
- After that, I will go to schools to promote my ideas and to convince children that they can improve their abilities and competencies by learning an instrument because it is a way to develop your mental capabilities. I can give some examples such as the student having to learn some scores in a short time, and this exercise can help you memorize everything in a short and efficient time. Another aspect, small but consistent is the way you can improve your coordination abilities (dexterity).

**Patience is the key to a successful business.**

Overall, I would like to enjoy my time here (when will be ready) and to create some unforgettable memories together.

This is the opportunity to put in practice a beautiful concept that I learn from full of experience people that is called: "*LEARNING TO LEARN*". I am so glad to start this business and to show them what I learned until now. (*Wish me luck!*)

# A SUCCESS STORY FROM

TOMS PĀVILS

# LATVIA

*One Sunday afternoon, I sat down with Jānis (27), a successful business owner from Latvia, to learn about running a small hospitality business in this competitive world.*

***Could you please tell our readers a bit about yourself and your business?***

I run a cabin village that consists of 7 individually designed wooden cabins, located close to the small town of Salaspils. The cabin village is in a beautiful location, among pine trees and within a 3 minute walking distance of a lake. We also have a large, dedicated space for activities that can accommodate between 30 and 60 people.



***What is behind your success?***

As the key elements I would state hard work, dedication and, most importantly, a great team. I have a guy named Leo who has excellent carpentry skills who is responsible for the maintenance, while Simona, a communications graduate, is the person behind the successful online marketing campaign. Without them, I wouldn't be where I am now. I myself take care of the everyday tasks with the clients and our partners. We have managed to create great partnerships with the local communities, municipalities and businesses that use this venue for different activities – from local school summer camps and international camps to Erasmus+ projects, including youth exchanges. We offer great prices when renting all of the cabins. Apart from the institutions and municipalities, there has been a great demand, especially in the summer, to use our venue for weddings, anniversaries and other celebrations. What has helped us greatly is the location – we are only 30 minutes from the Riga city centre.

***How long have you been open?***

*It's going to be 3 years this autumn.*

***What are some of the major struggles that you have experienced along the way?***

Well, at first I have to state that we started small, with only 1 cabin. The first summer season was sort of a trial period to test the market and actually decide if we want to carry on with the project. Surprisingly, the first season was actually more successful than we had imagined, so in the august of 2017 we started building 2 more cabins. In the next 2 years, we made a goal of making 2 more cabins each year, so that's how we arrived to the 7 cabins that you see around here. (-->)

(-->) About the struggles. Well, our business demanded high initial investment. We managed to get a cheap rent on the land here, so we built the first cabin using our own financial means and the help from our family and friends. Of course, we sourced the most affordable construction materials, repurposing old pallets and other wooden materials. After that first year, we took out a loan each year to build the other cabins and the larger activity space using better materials from a nearby sawmill. It was a challenging task to convince the bank to give us a loan, but we managed to come to an agreement.

***Do you have visitors all year around?***

As it could be expected, the work is very seasonal. We always have more work in the summer with all the summer camps and weddings, so during the other seasons we have to be creative; we have to work very hard on the marketing aspects, to stand out among other venues. But we are not complaining. We knew what we signed up for when we started it. In the winter it helps that 2 of the cabins are equipped with an outdoor Jacuzzi; they attract a lot of the so-called Instagram influencers (laughs).

***Do you and your team have any future plans?***

We are hoping to open another cabin village on the other side of Riga, within 100 m from the Baltic Sea. Again, we will start with only a small number of cabins – in the beginning there will only be 2. The new location will be easier to access from the international airport too.

***And lastly, if you could give advice to other young entrepreneurs out there who want to start their own business, what would it be?***

Start small and go from there. Remember that you're not going to achieve everything in one day; that it will take time and hard, hard work. In my work, I know I am not going to become a millionaire, and neither that is my goal.

"I love my job, my team and what we do, and I think that's the most important thing that everyone should strive toward."



# THE MAZE

Travel across the maze to enter a great opportunity for young Europeans – a youth exchange project in Cyprus! In your path, you will come across some letters. As you discover the right path, put in order the letters you come across and you will find out one of the most important characteristics young entrepreneurs should have.



# "YOU CAN"

## TEAM

### THANKS YOU!

Ákos Bodi

Aleksandar Kolev

Toms Pāvils

Ioana Irimescu

Veronika Sláviková

Niki Effraimidou

