

Local Action Plan Final Version
as part of the:

**„NewGenerationSkills – Unlocking the potentials for business
and social innovation in the Danube Region by equipping
young people with new generation skills”**

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Tartalom

I. Antecedents	5
II. Guide-lines and strategies	5
III. Policy context	7
IV. Detailed introduction of the Action Plan	11
1. Action – Municipality for Youngsters.....	11
a. Action	11
b. Players involved	11
c. Timeframe.....	11
d. Costs.....	11
e. Funding sources	11
2. Action – Be Yourself!.....	12
a. Action	12
b. Players involved	12
c. Timeframe.....	12
d. Costs.....	12
e. Funding sources	12
3. Action – Entrepreneurial EXPO	13
a. Action	13
b. Players involved	13
c. Timeframe.....	13
d. Costs.....	13
e. Funding sources	13
4. Action – Specialty Challenge	14

a. Action	14
b. Players involved	14
c. Timeframe.....	14
d. Costs.....	14
e. Funding Sources	14
5. Action – Shadow Program.....	15
a. Action	15
b. Players involved	15
c. Timeframe.....	15
d. Costs.....	15
e. Funding sources	15
6. Action – Failure Conference.....	16
a. Action	16
b. Players involved	16
c. Timeframe.....	16
d. Costs.....	16
e. Funding sources	16
7. Action – Startup Competition	17
a. Action	17
b. Players involved	17
c. Timeframe.....	17
d. Costs.....	17
e. Funding Sources.....	17



I. Antecedents

Based on the studies and researches of New Generation Skills (NGS) Danube Transnational project Local Action plans were created. Some of projects of the Action Plans have been already tested or executed. These early results were various, due to the changing number of participants and the volatile activity of the participants.

Besides The Local Action Plans the conception of the Innovation Lab of Újbuda were created and the involvement of educational institutions, civil and for profit organizations has already begun.

Some local events (where our organization participated, too) brought us closer to identify the barriers/problems, therefore brought us closer to find an appropriate solution for them. Based on our assumptions and experiences supervised by Budapest Főváros XI. district Újbuda Önkormányzata and supported by the Helyi Innovációs Támogató Csoport the final version of the Local Action Plan was created

- Guide-lines and strategies
- The frameworks and criteria of the initiatives
- The description of the local action plans

II. Guide-lines and strategies

In guide-lines and strategies, we introduce the background of our studies and work. In addition, we attach our proposals based on the opportunities where it is required.

The results of the research confirmed our guide-lines and strategies that concluded in Objectives and Action Plans, and in the plan of Innovation Lab of Újbuda.

Furthermore, in this case resource allocation among the actions need to be considered carefully, in order to support the most effective actions to gain better results.

We inserted some points of the material Europe Goes Local – Supporting Youth Work at the Municipal Level without the expansion of our guide-lines and strategies, because this plan was based on evaluated studies and prescribe the actions very similarly like us.

The most significant part of the work for the youth happens on local level. This cause it's variety just as opportunities and barriers are predetermined by the local cultural, economical, and social environment. On strategic level the problem must be considered that the appropriate results will be maintained by particular local efforts. On the other hand, this cause the default difference between the towns transparent, closed communities, the centralized small cities, and the decentralized structure of the capital which means the students are spreaded by habitation, education and workplace. Despite, locally organized programs for youth.

Through the summary of the action plans and practices at some point we evaluate them by using general approximations and some exact practical interdependence where it is possible. Some fact can be highlighted such as:

- alignment with resources,
- the bottom-up involvement of affected youngsters and educational institutions,
- plans as ideas, and practices as opportunities

the ability to handling them parallel.

Through, the overview of the Local Action Plan, comparison of the resources, used methodology and activation of stakeholders with the actions. On the other hand, increase the opportunity of participation of our target audience, in order to check the acceptance of the action plans from their side,

Last but not least, we need to think over the ratio of those programs that provide real life experience, in contrast to those that serve only conventional educational purposes.

1. Comparison of resources and used methodologies

The local organizers, and volunteered teachers ought to be involved in the comparison of resources with the planned actions.

Based on our experiences (without profound research) the capacity either from the teachers or students side could be the bottleneck of our plans.

The overview of the Local Action Plans highlighted the fact that involvement of youngsters into our programs outside the educational system is difficult. What's more, inside the system our programs cannot comply with the lack of capacity (free hours of students/teachers).

Every part of the Local Action Plan has it's own resource need both from the organizer and financial side. The real bottleneck of the execution is the human resource (organizers), so this would be the priority when the actions are planned. Afterwards, other stakeholders, time requirements and financial background should be considered.

We should consider the involvement of external resources such as volunteers, entrepreneurs, non-governmental organizations, retired professionals (still undigested potential). The last case beneficial for both sides, as well, cause the retired ones can experience new clever activities.

All the criterias of the execution must be counted and paired to actions, in order to progress with our plans.

2. Involvement of our target audience

The execution of the Local Action Plan processed by the Municipality of Újbuda and external professionals in alignment with the demand of the youngsters. However, if this is not constructed by the youth they

might have the impression that does not serve their needs even if we provide them high standard programs. The overview led us to measure the opportunity of the involvement of the target. Through this, we would provide the opportunity to introduce the concrete action plan as a framework of ideas and not as a closed program. This way the youth would not only have the chance to express their opinion but to give suggestions in the form of small group discussions for the creation, transformation and completion of their own potential programs.

Besides, we see the self-sufficient action for creating and organizing programs as an appropriate option.

Considering the reactions attitudes and opinions appearing on spectre of acceptance and rejection would be a profitable feedback.

With regards to some particular items of the list

- extension of the range of vision of the youth,
- providing the youth opportunities to express,
- carry out and realize their own ideas
- experience the improvement of their skills
- involvement in the local social and community work

Through these programs youngsters can experience normal and social work, test their skills. Besides, they can extend their knowledge base about the world of work, and about themselves while becoming more attractive on the labor market and gain higher chance to become an entrepreneur. All the actions require different resources, therefore those programs ought to be executed that requires minimum resources with high efficiency rates. In order to optimize the costs and effectiveness the combination of the programs have to be considered, as well.

III. Policy context

To formulate an operable and realizable policy context, first we made an abstract of the SWOT analysis presented in our Local-level Case Study. As follows you can find the weaknesses and threats collected in different topics which the Municipality of Újbuda has, can have, or should have an influence on. We suggest the consideration of strengths and opportunities while concretizing the certain initiatives.

AIM 1.: NOMINATING A RAPPOREUR AT THE MUNICIPALITY OF ÚJBUDA – ENSURING A LONG-TERM LEADER ROLE OF MUNICIPALITY AS INITIATOR

- Scarce human resources at Municipality dealing with youth
- Different municipal offices dealing with related topics
- Lack of budget background in the Municipality
- Lack of financial support of the Municipality (lack of financial resources in the Municipality)

- Incomplete Quadruple Helix (lack of cooperation with industry)
- Cooperation between institutions is not financial sustainable and is linked to different projects (short-term cooperation)

AIM 2.: HELPING YOUNGSTERS IN CHOICE OF PROFESSION

- Pupils find no starting point
- Stressed and frustrated youngsters (force of performance)
- No perspective for youth
- Lack of information about the opportunities
- Youngsters have no idea about their future
- “Mother-hotel” (dependency on parents)
- Lack of professional experiences
- Lack of culture of work
- Lack of self-knowledge
- Huge gap between motivated and demotivated youngsters
- Individualization of society (computer and internet addict youngsters)
- Postponed adulthood (work, marriage, children)

AIM 3.: EDUCATING PARALLEL FOR SKILLS SORTAGES AND ENTREPRENEURSHIP

- Lack of experts in different professions
- Lack of entrepreneurial knowledge and skills
- Gap between labour market demand and education of youth
- Low salaries for skill workers
- Culture not appreciating skill workers
- No need for so many high graduated people

AIM 4.: HELPING REALIZING BUSINESS IDEAS OF YOUNGSTERS

- Lack of entrepreneurial knowledge and skills
- Low entrepreneurial spirit

AIM 5.: FINANCING YOUNG ENTREPRENEURS

- Sudden change in EU funding
- Lack of EU funding after 2020
- Insufficient financial support
- The funds will not be assigned where needed
- Low loan capability / inadequate criteria for obtaining loans
- Less support possibilities for services than for technology

AIM 6.: PROPAGATING AN ACCEPTING ENTREPRENEURIAL CULTURE

- Lower appreciation of service-based enterprises than innovation and technology-based ones
- Missing the topic of social entrepreneurship in education
- Low entrepreneurial spirit

AIM 7.: INCREASING THE LOYALTY OF YOUNGSTERS FROM ÚJBUDA IN ÚJBUDA

After identifying these topics we examined the most important outcomes of the Conclusion Paper. These are the following:

- We should give more heed to involving the 15-18-year-old youngsters in our programs.
- The programs supporting finding a job on one hand lack the creating and supporting of an accepting culture. This culture instead of preferring higher education, admits intermediate degree as a possible and valuable way of career.
- We should urge the spread of informal education, so that students could get the necessary skills and knowledge faster, practically, and in a more effective way.
- Many different factors can be in the background of an apparent demotivation, and the abolition or treatment of these factors can transform demotivation into motivation. These factors can be for example the lack of supportive parental background (e.g. first-generational intellectual), the lack of financial conditions (e.g. no money for financing studies or the founding of a new business), psychical deviancies (e.g. self-assessment problems or lack of self-confidence), and cultural specialities (e.g. the appreciation of physical work or some intergenerational job in the family).

AIM	ACTION PLAN
NOMINATING A RAPPOREUR AT THE MUNICIPALITY OF ÚJBUDA – ENSURING A LONG-TERM LEADER ROLE OF MUNICIPALITY AS INITIATOR	<ul style="list-style-type: none"> • Municipality for Youngsters
HELPING YOUNGSTERS IN CHOICE OF PROFESSION	<ul style="list-style-type: none"> • Be Yourself! • Entrepreneurial EXPO • Specialty Challenge
EDUCATING PARALLEL FOR SKILLS SORTAGES AND ENTREPRENEURSHIP	<ul style="list-style-type: none"> • Shadow Program • Failure Conference • Be Yourself! • Entrepreneurial EXPO • Specialty Challenge
INCREASING THE LOYALTY OF YOUNGSTERS FROM ÚJBUDA IN ÚJBUDA	<ul style="list-style-type: none"> • Startup Competition • Innovation Lab
HELPING REALIZING BUSINESS IDEAS OF YOUNGSTERS	<ul style="list-style-type: none"> • Shadow Program • Failure Conference • Be Yourself! • Innovation Lab
PROPAGATING AN ACCEPTING ENTREPRENEURIAL CULTURE	<ul style="list-style-type: none"> • Failure Conference • Entrepreneurial EXPO
FINANCING YOUNG ENTREPRENEURS	<ul style="list-style-type: none"> • Entrepreneurial EXPO

IV. Detailed introduction of the Action Plan

1. Action – Municipality for Youngsters

a. Action

At least one employee within the Municipality of Újbuda, who gets in touch with youngsters on several horizons should be employed on after finishing the project in 2019. In an optimal case he or she should be a participant of NGS project. The tasks of organization, coordination and catalysis may affect the following areas:

- Schooling of youngsters in Újbuda
- Choice of career of youngsters in Újbuda
- Social state of youngsters in Újbuda
- Young entrepreneurs in Újbuda
- Youth unemployment
- Keeping in touch with the involved players of the initiations for youngsters
- etc.

b. Players involved

- Colleague(s) of the Municipality of Újbuda

c. Timeframe

- After finishing NGS project at least one of the participating colleagues should be employed on in the fields concerned by the project itself.

d. Costs

- Wage & contributions of an employee, according to the civil sector salary scales.

e. Funding sources

- Municipality of Újbuda

2. Action – Be Yourself!

a. Action

“Be Yourself!” is a self-knowledge and self-confidence development training of both lost youngsters and youngsters with entrepreneurial mood that aims to help them in choice of career and to establish and run successful businesses.

On one hand, these trainings are not personalized, but they are actually presentations in different topics related to self-knowledge and self-confidence. On the other hand, these trainings are personalized as they are kept by the mentors as a form of the common work.

b. Players involved

- Colleague(s) of the Municipality of Újbuda
- Youth psychologists
- Youth trainers and coaches
- Teachers of high schools and universities/colleges
- Leaders of high school and university/college dormitories
- Colleagues of Youth Innovation Lab
- Mentors of Youth Innovation Lab

c. Timeframe

- Mentors and presentations: may be created and started as part of Youth Innovation Lab.
- Presentations: can be created and arranged as soon as ensuring the necessary location, presenter, and promotion.

d. Costs

- Mentors and presentations: fee of presenters and mentors
- Presentations: hall rental fee (gyms of schools or halls of dormitories may be used gratis), fee of presenters, promotion (the use of different types of online marketing – e.g. Facebook marketing, DM letters, posters posted in schools – can reduce costs to a minimal level). A good Hungarian example for a low-cost but widespread series of presentations is the following:
http://hvg.hu/elet/20171018_Uj_sorozat_a_hvghun_Mondjuk_el_a_fiataloknak_hogy_a_szex_j_o_dolog

e. Funding sources

- NGS project,
- If the communication of the initiative tells the involved players about the social importance of the program, the presenters and the location may be got gratis.

3. Action – Entrepreneurial EXPO

a. Action

Entrepreneurial EXOP is similar to Career EXPO. The participants can visit the stands of entrepreneurs, ask them questions about the way they became business men, about their failures and successes. Parallel this there may be presentations all day about entrepreneurial way of life. One of the most important aspect while arranging is the selection of the entrepreneurs – not only the founders of start ups should take part in the event, but also those leaders of micro-businesses who established their firms only for supporting themselves and their family.

b. Players involved

- Colleague(s) of the Municipality of Újbuda
- Teachers of high schools and universities/colleges
- Hungarian micro and small business leaders
- Hungarian start up leaders
- (Újbuda) Spin-off Club

c. Timeframe

- The programs can be created and arranged as soon as ensuring the necessary location, human resource, entrepreneur to present, promotion and budget.

d. Costs

- Hall rental fee, pitch rental fee, costs of hostesses and other human resources, costs of promotion.

e. Funding sources

- If the communication of the initiative tells the involved players about the social importance of the program, some well-known leaders of domestic start ups and medium-sized businesses may support that as sponsors.

4. Action – Specialty Challenge

a. Action

“Specialty Challenge” means simulation and case study based professional competitions for youngsters in Újbuda. It helps them to empathize with the everyday life and circumstances of the representatives of different professions, and to get bigger insight on labour market.

b. Players involved

- Enterprises,

c. Timeframe

- Based on the level of interest and resources of enterprises,

d. Costs

- Place of the competition, material expenses, awards, costs of organization,

e. Funding Sources

- Considered as the costs of human resource acquisition and marketing expenses,

5. Action – Shadow Program

a. Action

“Choose an entrepreneur or a leader of a small or medium-sized enterprise, and see him/her everywhere as his/her shadow once a week! Listen to him/her while he/she is telephoning in business topics, negotiating, or managing and directing his employees!” This entrepreneur can become a good sample for a whole life for the youngster.

b. Players involved

- Colleague(s) of the Municipality of Újbuda
- Colleagues of Youth Innovation Lab
- Mentors of Youth Innovation Lab
- Leaders of successful Hungarian start ups and small and medium sized businesses
- Colleagues of (Újbudai) Spin-off Club

c. Timeframe

- It can be created and arranged as part of Youth Innovation Lab.
- The initiative itself is a good pedagogic method for entrepreneurial education. Thus, the economic teachers of the professional secondary schools in Újbuda may get a short description about the method so that they could put it into practice as soon as the curriculum enables that.

d. Costs

- 0 (minimal costs)

e. Funding sources

- Not relevant

6. Action – Failure Conference

a. Action

When participating an entrepreneurial conference or presentation, youngsters always hear about successful, famous and rich entrepreneurs and their stories about realizing themselves and their business ideas. There is only a few opportunities to get to know about failures – even the failures of the above mentioned successful, famous and rich business men –, about losing millions of forints, or going bankrupt.

These kind of failure conferences can also call the attention of entrepreneurs-to-be that entrepreneurial lifecycle is not linear, but it is something like a circulation.

Failure Conference should be arranged as part of the Spin-off Club or Career Club.

b. Players involved

- Colleagues of Youth Innovation Lab
- Leaders of successful Hungarian start ups and small and medium sized businesses
- Colleagues of (Újbudai) Spin-off Club
- Colleagues of Career Club

c. Timeframe

- The programs can be created and arranged as soon as ensuring the necessary location, presenter, and promotion.

d. Costs

- With the cooperation of business partners the costs can be reduced to a minimal level.

e. Funding sources

- Not relevant

7. Action – Startup Competition

a. Action

Startup Competition for high school and university students.

The Municipality provides 3-6 million HUF as the total prize that can be won by the participants. The requirements to participate are the following: social work, participate of the education programs provided in Újbuda, only teams can apply in which at least one member study in Újbuda.

It can be an important factor to win the competition if the enterprise serve the improvement or serve the social life in Újbuda. The attributes of the competition can change by the time. The teams create a short business plan for their idea (it must be realistic) then the jury consist of the representatives of the Municipality of Újbuda and external professionals. Only 8 – 12 teams can be chosen then trained for the final competition. The last round of the competition is an open presentation where the best 3 – 4 teams are chosen and gained the price with mentoring to help them execute their ideas.

b. Players involved

- Municipality of Újbuda
- Educational Institutions
- Members of the Jury

c. Timeframe

- This competition is organized every year, begin it before the autumn semester and finish it before the exam period.

d. Costs

- Prices
- Promotion
- Organizational and mentoring fees
- Other expenses

Total costs about 3,5 – 7 million forint, in connection with the amount of the prices

e. Funding Sources

- Municipality
- Sponsors