

# YOULEAD

**Organisation:**

**Youth Business Group**

**Partner:**

**Klub Alumnov Gimnazije Vič**

**Topics:**

- **Entrepreneurial Learning**
- **Key Competences Development**
- **Youth Employability**



**Funded by  
the European Union**





# Table of Contents

- 1 Project Overview**
- 2 Trainings and Workshops In Hungary**
- 3 Trainings and Workshops In Slovenia**
- 4 Summer Unversity and Results**
- 5 Appreciation and Closing Words**

# Project Overview

## Preface



Higher education talent development is implemented by student organizations. Our goal was to further train the most ambitious students and leaders involved in these organizations and provide them with international experiences as well. In our experience, a common mistake in training programs is that they are often overly theoretical, making it difficult for young participants to relate them to their everyday lives. Without practical application, acquired knowledge is either not retained or remains difficult to use effectively. We aimed to help improve by providing soft skills training and basic entrepreneurial education.

## Our Goals



To create a path of personal growth in Business Fields

Help enhance participants's personal and professional self-awareness with first hand learning



# Hungarian Trainings and Workshops

## Marketing Branding

- Marketing Strategies
- Personal Branding

## Negotiation Skills

- Persuasion techniques
- Cooperation

## Public Speaking

- Successful and Confident Stance
- Practical tasks

## Time Management

- Productivity and Stress
- Prioritization

## Strength-based development

- Identifying Strengths
- Leveraging Strengths

## Motivational Leadership

- Empowering others
- Leading with Vision and by Example

## Stress Management

- Mindfulness
- Work-Life Balance

## Leadership Styles and Crisis Communication

- Leadership Styles
- Different Dynamics and Difficult Situations

## Trainings

- Democratic Leading
- Entrepreneurship



# Marketing Branding



## Trainer

Regő Zsolnai developed a comprehensive understanding of business dynamics. This journey spans from his studies at Corvinus University to leading marketing teams in industries such as Vodafone.

## Improved Skills

- Marketing
- Personal Branding
- Campaign Planning
- Teamwork

## Agenda

- Fundamentals of Branding
- Target Audience and Market Research
- Values and Messages
- Marketing Channels and Strategy

## Description

The first workshop session focused on Marketing and Personal Branding. Participants learned about marketing strategies used by large corporations and had the opportunity to test their skills in personal brand building through interactive exercises.



# Marketing Branding

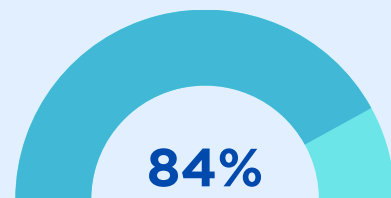


## Feedback

**Real-life case studies helped illustrate the branding principles effectively.**

**The workshop was engaging and well-structured.**

**Practical strategies for aligning brand values with customer expectations.**



**84% of our Participants were satisfied with this Workshop.**

# Negotiation Skills



## Improved Skills

- Negotiation
- Persuasion
- Public Speaking
- Teamwork
- Writing Proper E-mails

## Agenda

- Fundamentals of Negotiation
- Four Pillars of Successful Negotiation
- Tactics and Strategies
- Practice

## Trainer

**Dániel Jankó** has been working as an entrepreneur for nearly 10 years, during which time he has participated in over 500 sales negotiations with a variety of clients.

## Description

The second workshop session focused on negotiation techniques and the art of persuasion. Students gained insights on how to achieve a successful partnership, from initial outreach to closing the negotiation, all through practical and engaging examples.

# Negotiation Skills

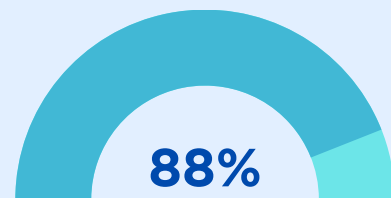


## Feedback

**The role-play scenarios were well-designed and mirrored common workplace and business challenges.**

**Clear, Evidence-Based Frameworks.**

**After the training, I feel more confident and capable of using effective communication tactics.**



**88% of our Participants were satisfied with this Workshop.**





# Public Speaking



## Improved Skills

- **Public Speaking**
- **Creating Creative and Interesting Slides**
- **Non-verbal Communications**
- **Teamwork**

## Agenda

- **Fundamentals of Public Speaking**
- **Techniques for Connecting with the Audience**
- **Message Delivery**
- **Body Language and Voice Techniques**

## Trainer

**Dávid Szelőczei** served as Co-President of the UBC Corvinus organization and led the Youth Business Group for two years. He has frequently had to draw on public speaking skills in various situations.

## Description

Participants learned everything necessary for successful and confident presentations as leaders. They had the opportunity to apply the theoretical tools in live scenarios, further deepening their knowledge in the subject.



# Public Speaking

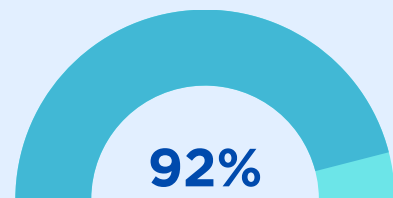


## Feedback

**Practical tips on breath control and focusing on the message rather than oneself helps building confidence.**

**The section on body language and voice modulation was particularly useful.**

**Constructive Practice and Feedback Sessions.**



**92%**

**92% of our Participants were satisfied with this Workshop.**

# Time Management



## Improved Skills

- Time Management
- Prioritization
- Work-Life Balance
- Planning and Organizing

## Agenda

- Introduction to Time Management
- Techniques and Practices
- Time Wasters and Booting Efficiency

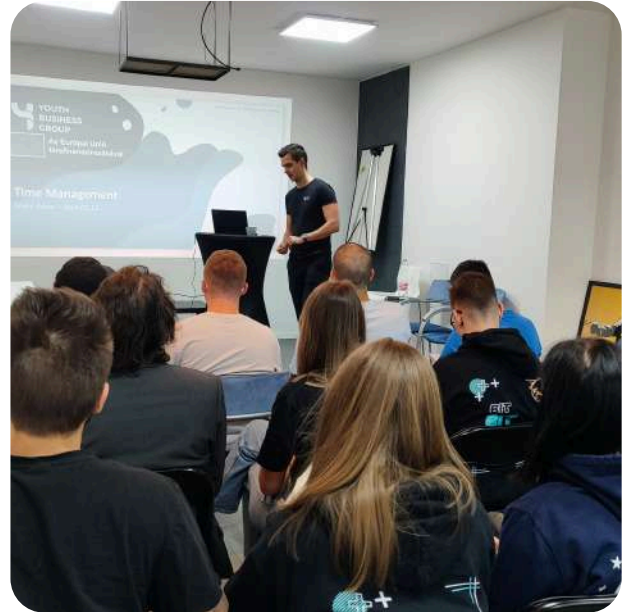
## Trainer

Being a president, working at a BIG4 firm, winning academic competitions and being a president required Ádám Szabó to have good time management skills. In this workshop he helped us developing these skills.

## Description

For participants in leadership positions, strong time management skills are essential. To support the development and enhancement of these skills, we held a Time Management workshop.

# Time Management

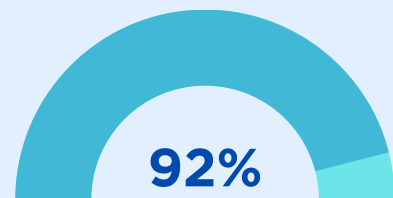


## Feedback

**Very insightful and practical also well-structured.**

**Examples were relatable, making it easy to see how the techniques could apply to the everyday routine.**

**Small-group brainstorming sessions and individual exercises were helpful.**



**92% of our Participants were satisfied with this Workshop.**

# Strength-Based Development



## Trainer

**Kitti Jakab** is a certified Business Coach, has held a managerial position at McKinsey, and is the founder of Lunar Program.

## Improved Skills

- Identify and Leverage Strengths
- Self-reflection
- Goal Setting
- Adaptability

## Agenda

- Discovering Strengths
- Deepening Understanding of Strengths
- Applying These to Achieve Goals
- Action Plan

## Description

Strengths-based development is an exciting yet complex topic, the understanding of which can provide a significant advantage for our student organization members in leadership positions. In our workshop dedicated to this theme, participants had the opportunity to explore and learn about it in depth.

# Strength-Based Development

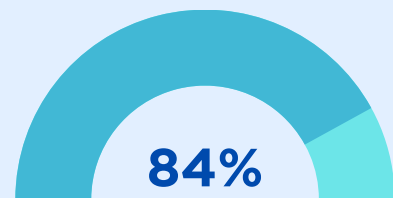


## Feedback

**Helped me identifying, understanding, and leveraging my personal strengths.**

**Exercises were hands-on and directly applicable.**

**I learned techniques to reframe challenges.**



**84% of our Participants were satisfied with this Workshop.**

# Motivational Leadership



## Trainer

**Márk Vad** is currently a Client Manager at Hilti and the Vice President responsible for operations on the CEMS Global Student Board. He had explored various roles across different industries

## Improved Skills

- Vision and Goal Setting
- Influencing
- Coaching / Mentoring
- Relationship building

## Agenda

- Fundamentals of Motivation and the Leadership Role
- Motivational Techniques
- Communication and Feedback
- Team Building
- Planning and Implementation

## Description

There is no student organization without a motivating leadership team. This is why we held our Motivational Leadership workshop, where presidents and vice-presidents of student organizations learned the theoretical and practical foundations of motivation.

# Motivational Leadership

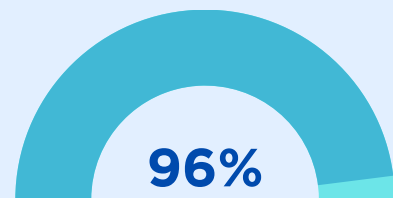


## Feedback

**The interactive activities and real-life examples helped illustrate how to apply motivational leadership.**

**Excellent strategies to build trust and inspire team.**

**The workshop was insightful and provided actionable strategies that I can immediately implement.**



**96% of our Participants were satisfied with this Workshop.**



# Stress Management



## Improved Skills

- **Self-Awareness**
- **Time Management**
- **Mindfulness**
- **Work-Life Balance**

## Agenda

- **Basics of Stress Management**
- **Techniques and Practices**
- **Developing Personal Strategies**

## Trainer

Over a 10-year entrepreneurial career, **Dániel Jankó** inevitably encountered particularly stressful situations, especially since he works 70-80 hours a week. He will share us how to manage this in a healthy way.

## Description

The main focus was on stress management, as student organization leaders inevitably encounter situations that create stress. Managing this in a healthy way is crucial.

# Stress Management

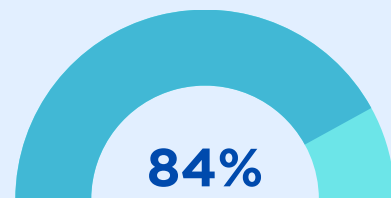


## Feedback

**The structure of the workshop was clear and easy to follow.**

**Really good opportunities for interactive participation.**

**The suggested improvements will help implementing this knowledge into everyday life.**



**84% of our Participants were satisfied with this Workshop.**



# Leadership Styles



## Improved Skills

- **Communication skills**
- **Emotional Intelligence**
- **Problem-Solving**
- **Decision-Making**
- **Delegation**

## Agenda

- **Basics of Leadership**
- **Practical Application and Leadership Styles**
- **Effective Crisis Communication**
- **Action Plan**

## Trainer

**Virág Rédei (YBG Co-CEO)** works at L'Oréal as a **Communication and Engagement Specialist**. Since 2021, she has frequently conducted this training sessions both online and offline.

## Description

Participants learned about the various leadership styles that exist and which of these aligns best with their own personas. They also engaged in practical exercises to apply what they learned.



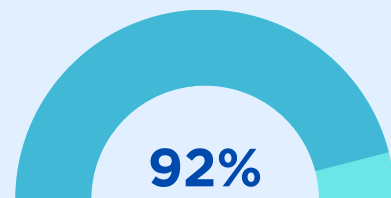
# Leadership Styles



## Feedback

**Valuable insights into effective leadership styles and strategies for managing communication during crises.**

**Practical, engaging, and relevant to real-world scenarios.**



**92% of our Participants were satisfied with this Workshop.**

# Being an Entrepreneur



## Improved Skills

- **Entrepreneurial skills**
- **Business structures**
- **Budgeting and financial forecasting**
- **Valuation**

## Agenda

- **Business Ideas**
- **Administrative Essentials**
- **Business Plan**
- **Valuating Business Ideas and Plans**

## Trainer

**Being Founder and the Incubation Leader of Lunar Program Kitti Jakab has the necessary skills to teach us how to be a good Entrepreneur. Milán Golovics is a venture capitalist and a journalist of magazine Forbs who joins us in this session.**

## Description

**Participants had the opportunity to hear firsthand how an investor evaluates an entrepreneur/their business and how they can be better as an entrepreneur. In the second part they learned about leadership, democracy and campaigning.**

# Being an Entrepreneur

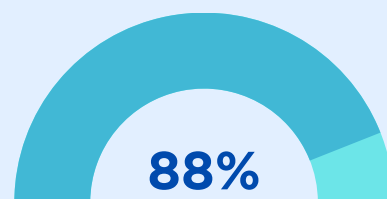


## Feedback

**The workshop provided a comprehensive overview of the entrepreneurial journey.**

**Each topic was explored in depth.**

**The strategies provided were practical.**



**88% of our Participants were satisfied with this Workshop.**



# Leading, Democracy, Campaign



## Improved Skills

- Leadership
- Trust-building
- Accountability

## Agenda

- Leadership in Democratic Environments
- Understanding Democracy
- Campaign Planning
- Communication and Advocacy

## Trainer

As an analyst at EuroAtlantic Consulting and the Editor-in-Chief of EU Monitor, Endre Tieger explained the key traits of a democratic leader to us.

## Description

The workshop explored key principles of democratic leadership, balancing authority with inclusivity, and fostering trust and accountability.



# Leading, Democracy, Campaign

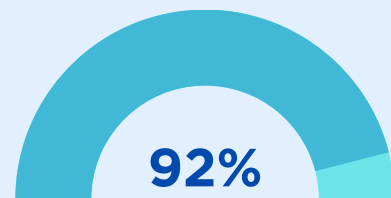


## Feedback

**The role-playing activity was helpful**

**Clear structure of the workshop and the hands-on approach to learning**

**Campaign planning exercises were highly engaging and insightful**



**92% of our Participants were satisfied with this Workshop.**



# Slovenian Trainings and Workshops

## Marketing Strategy

- Marketing Planning
- Filling out Blank Canvas

## How to stand out in a Corporate World

- Creating propositions
- Communication skills

## Corporate Finance

- Financial Planning
- Investment Decisions

## Mergers and Acquisitions

- Strategy Alignment
- Discounted Cash Flow

## Excel and Power BI

- Excel Formulas
- Power BI - Decision-Making

## Creating a Marketing Campaign

- Key Elements of a Campaign
- Message and Channels

## Art of Networking

- Networking Strategies
- Importance of Empathy

## Sales

- Sales Pitch
- Channels and Tools

## Trainings

- Workplace Culture
- DISC



# Marketing Strategy



## Improved Skills

- Planning for the Future
- Overcoming Challenges
- Prioritizing

## Agenda

- Working in Groups
- Presenting views
- Open Discussions

## Trainer

**Andraž Mrzlikar** with years of experience in digital strategy and creative solutions, he gives a relevant and useful workshop for all the participants.

## Description

This workshop is designed to empower participants with the tools and techniques needed to create effective marketing strategies. Through collaborative activities, practical planning, and open discussions, attendees will explore their organization's challenges, develop actionable strategies, and prioritize future goals.



# Marketing Strategy

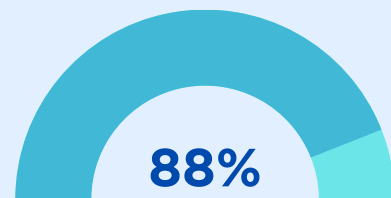


## Feedback

**The group activities allowed us to brainstorm and learn from each other's perspectives.**

**The workshop provided a great balance of theoretical knowledge and practical application.**

**The workshop was very insightful and provided practical tools.**



**88% of our Participants were satisfied with this Workshop.**

# How to Stand out in a Corporate World



## Trainer

**Miha Benčina's workshops emphasize the practical application of emerging technologies to solve complex business challenges and drive competitive advantage.**

## Improved Skills

- **Adaptability**
- **Understanding the key values in different industries**
- **Networking**

## Agenda

- **Basics of Corporate Landscape**
- **Personal Brand**
- **Communication Skills**
- **Importance of Network**

## Description

**This comprehensive workshop is designed to equip participants with essential skills and strategies for excelling in the modern corporate environment through a combination of interactive discussions, practical exercises, and personal reflections.**

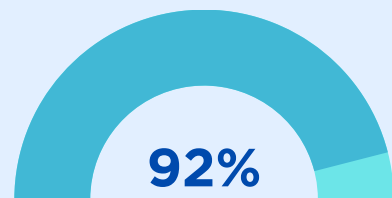
# How to Stand out in a Corporate World



## Feedback

The section on understanding the corporate landscape was very informative and helped us see how we can better align with industry expectations.

Group discussions allowed me to learn from others' experiences, which made the workshop more relatable and impactful.



92% of our Participants were satisfied with this Workshop.



# Corporate Finance



## Improved Skills

- Financial Planning
- Investment Decisions
- Capital Management
- Strategies for balancing risk and cost of capital

## Agenda

- Fundamentals of Corporate Finance
- Financial Statements
- Capital Budgeting and Investment Decisions
- Funding
- Risk Management

## Trainer

**Barbara Jama Živalič** is the Finance Lead at Petrol d.d., bringing a wealth of expertise in corporate finance, financial planning, and strategic decision-making.

## Description

Participants explored the fundamentals of corporate finance, including financial planning, investment decisions, and capital management, while engaging in discussions and practical activities.



# Corporate Finance

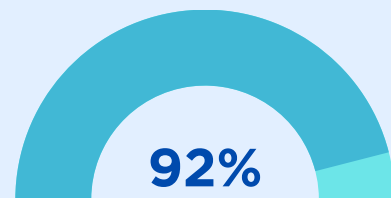


## Feedback

**The real-world case studies and examples made the content relatable and engaging.**

**The insights shared by the CFO of Petrol d.d. were highly informative and inspiring.**

**Clear and practical understanding of corporate finance concepts.**



**92% of our Participants were satisfied with this Workshop.**

# Mergers and Acquisitions



## Trainer

After the Corporate Finance workshop, **Barbara Jama Živalič** held a workshop about Mergers and Acquisitions. Her insights help the participants navigating in complex financial situations.

## Improved Skills

- **Negotiation**
- **Identificating target**
- **Calculatng Discounted Cash Flow (DCF)**

## Agenda

- **What is M&A**
- **The Process of M&A**
- **Financial Valuation**
- **Strategic Considerations**
- **Post-Merger Integration**

## Description

Participants gained insights into the fundamentals of M&A, including its types, objectives, and notable case studies. The workshop covered the key stages of the M&A process, from target identification to post-merger integration.



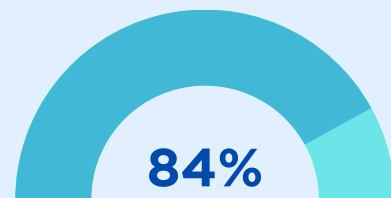
# Mergers and Acquisitions



## Feedback

The session on financial valuation was particularly helpful, as it clarified key techniques like DCF and comparable analysis.

Real-world examples of successful and failed M&A deals made the content relatable.



84% of our Participants were satisfied with this Workshop.



# Excel and Power BI



## Improved Skills

- Data Organising
- Formulas in Excel
- Power BI Knowledge
- Data reporting

## Agenda

- Basics of Data Management
- Advanced Excel
- Power BI introduction
- Advanced Power BI
- Data Reporting

## Trainer

**Gašper Kamenšek** is a leading expert in Excel and Power BI, renowned for his ability to simplify complex data analysis concepts. With years of teaching and consulting experience, he specializes in empowering professionals.

## Description

Participants explored essential Excel features like tables, filters, and conditional formatting, focusing on data organization and formulas. They also learned Power BI basics, including dashboards, data connections, and Excel integration.



# Excel and Power BI

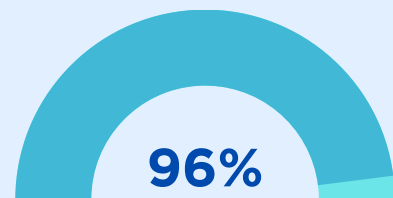


## Feedback

**Excellent learning experience, and I feel more equipped to use Excel and Power BI in my work.**

**Even complex topics like Power BI dashboards and advanced Excel formulas was easy to understand.**

**Clear explanations and practical examples.**



**96% of our Participants were satisfied with this Workshop.**



# Marketing Campaign



## Improved Skills

- **Delivering Marketing Message**
- **Setting up measurable Goals**
- **Creating Marketing Strategies**

## Agenda

- **Understanding Marketing Campaign**
- **Target Audience and Goals**
- **Marketing Channels**
- **Budget Measuring**

## Trainer

**Andraž Mrzlikar** is the founder of VVV Digital. With years of experience in developing impactful marketing campaigns, Andraž helps businesses achieve their marketing goals.

## Description

Participants focused on defining the campaign's target audience and objectives. They learnt how to create customer personas based on demographics, behaviors, and needs, as well as how to set SMART goals for measurable outcomes.



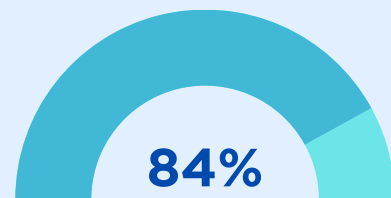
# Marketing Campaign



## Feedback

**Brainstorming slogans and creating channel strategies were very interactive.**

**Practical tips and techniques shared by Andraž Mrzlikar will be extremely useful.**



**84% of our Participants were satisfied with this Workshop.**



# Sales



## Improved Skills

- **Communication and Empathy**
- **Giving Impactful Presentations**
- **Negotiating**

## Agenda

- **Fundamentals of Sales**
- **Target Customers and Their Needs**
- **Handling Objections**
- **Sales Channels**

## Trainer

**Omar Smajlović** is a seasoned professional in business development and sales strategy, with extensive experience in managing international markets.

## Description

**Participants learned how to identify and understand target customers by segmenting audiences, building buyer personas, and analyzing customer needs and motivations.**



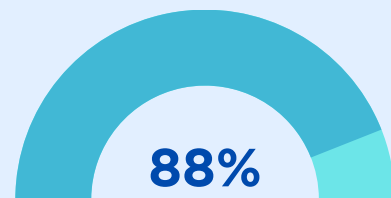
# Sales



## Feedback

**Easy to follow and practical to implement.**

**Clear strategies for segmenting audiences and analyzing customer pain points.**



**88% of our Participants were satisfied with this Workshop.**



# Networking



## Improved Skills

- **Recognizing Opportunities in Networking**
- **Exploring Partnerships**
- **Nonverbal Communications**

## Agenda

- **Fundamentals of Networking**
- **Building your Network**
- **Preparing Opportunities**
- **Rapport and Effective Communication**
- **Social Media**

## Trainer

**Omar Smajlović has a strong background in Networking. He had numerous opportunities to build strong relationships during his time of presidency at Slovenian UBC and YBG.**

## Description

**The workshop offered a comprehensive guide to developing strong and meaningful connections. Participants explored the foundations of networking and learned practical strategies for expanding their networks.**





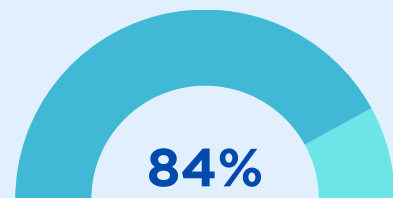
# Networking



## Feedback

**Overall experience was excellent.**

**Leveraging technologies was really useful since nowadays people keep in touch online.**



**84% of our Participants were satisfied with this Workshop.**



# Workplace Culture



## Improved Skills

- Understanding the Impact of Employee Satisfaction
- Identifying Challenges
- Mutual Respect
- Leading by Example

## Agenda

- Workplace Cultures
- Challenges and Opportunities
- Building a Positive Culture
- Leadership's Role
- Practical Measures

## Trainer

**Kristina Babnik** is an expert in leadership development and human resources management. She brings experience in organizational behavior and talent acquisition.

## Description

Participants explored the key elements of workplace culture, identified challenges and opportunities, and learned actionable techniques to enhance communication, inclusivity, and shared values.



# Workplace Culture

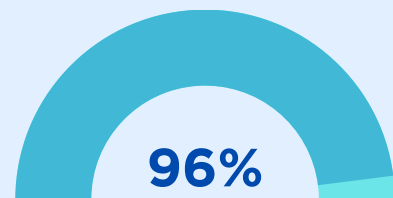


## Feedback

**Actionable strategies and engaging group discussions.**

**The workshop helped us understand the importance of leading by example and provided clear, actionable advice.**

**Excellent and thought-provoking workshop.**



**96% of our Participants were satisfied with this Workshop.**

# DISC-training



## Improved Skills

- Communication
- Leadership skills
- Team dynamics
- 

## Agenda

- Overview of the DISC personality model
- Practical applications
- DISC traits
- Adapting communication and behavior

## Trainer

Following the Sales and Networking Workshops, Omar Smajlović delivered a presentation on the various types of individuals he has encountered, as categorized by the DISC personality model.

## Description

Participants learned to identify their own DISC style, recognize others' traits, and adapt their communication and collaboration strategies for improved teamwork, leadership, and interpersonal relationships.

# DISC-training

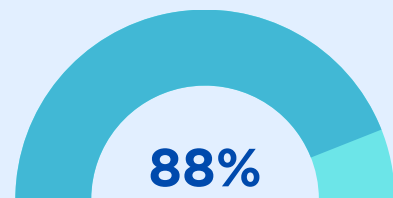


## Feedback

**Eye-opening and helped understanding strengths and areas for growth**

**Improved communication and collaboration skills significantly**

**Clear insights into understanding different personality types**



**88% of our Participants were satisfied with this Workshop.**

# Summer University



**This comprehensive five-day workshop aims to foster collaboration, enhance leadership skills, and generate actionable solutions for engaging student organization members. Through a series of interactive sessions, team-building activities, and brainstorming exercises, participants will explore innovative approaches to commitment, motivation, and operational planning.**

**This dynamic workshop combines theoretical learning with practical application, fostering a collaborative environment where participants can grow as leaders and innovators while addressing real-world challenges in student engagement.**




## Simplified Schedule



### **First Day (Wednesday)**

- 18:00-20:00: Arrival & Tour
- 20:00-21:00: Introduction
- 21:00-: Team-Building

### **Second Day (Thursday)**

- 09:30-12:00: Trainer Intro, Agenda, RISE Model
  - 13:00-16:30: Discussions, Brainstorming, Idea Selection
  - 18:30-20:30: Evaluation & Team-Building
- 

### **Third Day (Friday)**

- 09:30-12:00: Design Principles & Idea Generation
- 13:00-16:00: Engagement, Brainstorming, Idea Testing
- 17:00-18:00: Evaluation & Team-Building

### **Fourth Day (Saturday)**

- 09:30-12:00: Leadership Challenges & Planning
- 13:00-16:00: Team Presentations

### **Fifth Day (Sunday)**

- 09:30-12:00: Presentation Prep & Delivery
- 13:00-16:30: Feedback, Guest Lecture, Closing Ceremony
- 16:30-: Departure

# \* Summer University





# Summer University



# \* Summer University




# Summer University Results



- 1. Market and transaction-based system organisation leads to a more sustainable and better education model.**
- 2. Alumni have a lot to contribute to the functioning of an organisation, but you need to start building alumni in their active period.**
- 3. Involving Role Models is one of the best tools to shape attitudes.**




# Shift to Business-Based Operations



## 1. Market and transaction-based system organisation leads to a more sustainable and better education model.

Talent development organizations in former socialist countries should adopt a social enterprise model for sustainability.

### Why Change?

- Limited Philanthropy: Wealthy individuals rarely donate.
  - Unstable Grants: Short-term and unreliable for core funding.
  - Inconsistent Quality: Volunteer-based operations often lack consistency.
- 

### Solution:

Shift to a business-based approach while maintaining nonprofit values. Focus on solving market demands, achieving financial sustainability, and ensuring performance-driven coordination.

### Opportunities:

1. Talent Databases: Offer access to skilled talent for companies.
2. Recruitment Services: Provide tailored headhunting solutions.

### Benefits:

Market-driven operations ensure financial stability, attract more talent, and improve educational outcomes, enhancing both sustainability and impact.



# Engaging with Alumni

**2. Alumni have a lot to contribute to the functioning of an organisation, but you need to start building alumni in their active period.**

**1. Build an Alumni Database:**

- Register new members upon joining and maintain up-to-date contact information.
- Use this database for event invitations, updates, and networking.

**2. Host Annual Events:**

- Organize at least two in-person events yearly, including one trip, to foster connections.

**3. Appoint Year Representatives:**

- Assign liaisons for each graduation year to strengthen alumni communication and involvement.
- Representatives can help boost event attendance and provide valuable feedback.

**4. Create Online Communities:**

- Launch Facebook and LinkedIn groups to share updates, spark discussions, and promote events.

**5. Utilize Alumni as Mentors:**

- Invite alumni to mentor current members and formally recognize their contributions.
- Facilitate mentorship programs to share expertise and inspire the next generation.

**6. Run Fundraising Campaigns:**

- Focus on specific goals like scholarships or technology needs, highlighting the impact of alumni support.



# Inspiring Environment


## 3. Involving Role Models is one of the best tools to shape attitudes.



### 1. Invite Experienced Leaders:

- Host sessions led by top executives, business owners, and industry experts to share real-world insights and inspire participants.

### 2. Connect with Role Models:

- Facilitate opportunities for the best students to meet and interact with successful figures who can serve as relatable role models.
- 

### 3. Encourage Networking:

- Create opportunities for meaningful connections among participants, mentors, and educators through events, team activities, and collaborative projects.

### 4. Foster an Inspiring Setting:

- Use dynamic, interactive venues and learning formats like workshops and case studies to enhance engagement and creativity.

### 5. Create Lasting Experiences:

- Organize memorable events like retreats, industry visits, or hackathons, and celebrate participant achievements to leave a lasting impact.

By combining expert guidance, role model connections, and networking, programs can inspire participants and equip them for long-term success.

# Appreciation and Closing Words

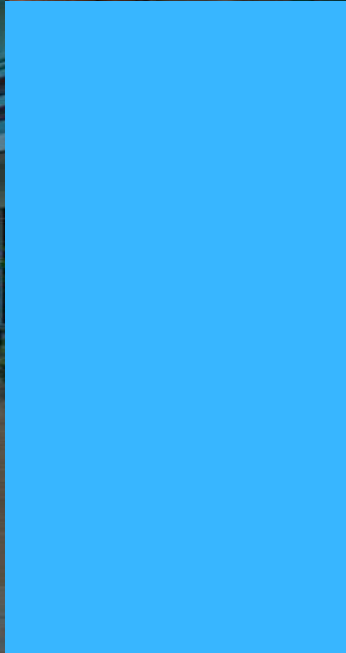


We extend our heartfelt gratitude to all participants, partners, and supporters who contributed to the success of this Erasmus+ project. Your dedication, collaboration, and shared vision have been instrumental in achieving our goals and fostering meaningful learning experiences.

This project has not only strengthened international connections but has also empowered individuals with new skills, perspectives, and opportunities for growth. Together, we have demonstrated the power of collaboration across borders, creating a foundation for sustainable impact and future endeavors.

As we conclude this project, we celebrate the achievements and look forward to seeing how the knowledge and connections gained will continue to inspire and influence. Thank you for being an integral part of this journey, and we encourage you to carry forward the spirit of Erasmus+ in your future initiatives.

With sincere appreciation,  
Youth Business Group



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