

PEAK – New Heights for Youth Entrepreneurship

Erasmus+

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Empowering
Young
Mountain
Entrepreneurs



An idea initiated almost 3 years ago...



The team:

Scotland



Italy



Greece



Iceland



Ireland



North Ireland



Entrepreneurship

- Small and medium-sized enterprises contribute to economic and social development.
- SMEs the backbone of growth in the EU.
- The majority: small (less than 50 employees).
- As elevation increases businesses become small and very small.

Why become an entrepreneur ?

- **Motivation:** Independence, income, recognition and prestige, challenge-goal achievement.
- **Gender, age, educational level** affect business motivation.
- Young people are most likely to start a business.
- **Barriers:** access to markets, lack of digital networking, financial resources, legislation, gender restrictions.

Entrepreneurship is difficult

- 9 out of 10 startups fail.
- 20% in the first year.
- Less than half reach 5 years.
- Only 40% make a real profit.

Why?

- There is no demand for their product/service.
- They do not follow a systematic approach.
- A good idea is not enough.
- Entrepreneurs need flexibility, skills, competences, a comprehensive approach.

goal of PEAK

- Europe's mountain regions face critical problems – accessibility, economic and environmental vulnerability.
- Creating conditions for an environmentally smart, youth entrepreneurship.
- Revitalization of mountain societies, economic prosperity.

Young people in the focus of PEAK.





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Empowering
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Who benefits from PEAK?

- **Young people** and especially NEETs.
- **Youth educators** (learning tools – they will be able to play a key role in local development).
- **Mountain communities**, towns and villages: economic, environmental, social development.
- **Policy actors** (new knowledge, resources, tools).

The 4 IOs of PEAK:

- **IO1 Resource pack:** for adult educators and competent bodies.
- **IO2 Youth Entrepreneurs Video Showcase:** 30 video with young entrepreneurs from mountainous areas of the participating partner countries.
- **IO3 Open Educational Resources:** Training material for young people who want to start a business and for youth trainers.
- **IO4 Reach and Teach Study and VLEs:** Multilingual online interactive platform. Possibility of distance learning and networking-collaboration between young entrepreneurs in Europe. VLE – Virtual Learning Environment



IO 1 Resource Pack

INVESTIGATION

- Bibliographic research
- Online research for relevant entrepreneurship policies and data
- Success stories – Case studies
- Interviews with youth educators and entrepreneurship organizations
- Examples of good practices and of learning tools



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PEAK

**IO1:
LITERATURE
REVIEW**

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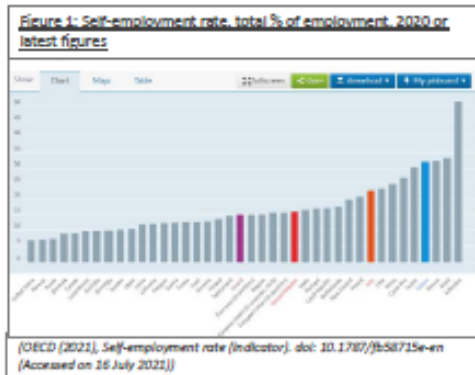


ONLINE RESEARCH

Scotland

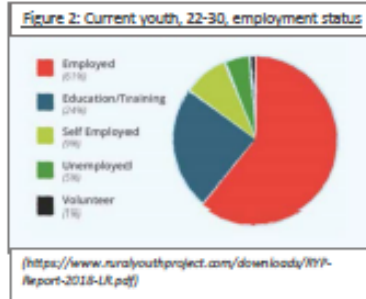
Youth self-employment

The industry reports suggest that youth have a greater preference for self-employment. The BNP Paribas global entrepreneur report 2020 found that those aged 50 or over, the 'baby boomers', started an average of 3.3 companies whereas the millennial group started 7.7 companies. This is supported by findings from a seminar on youth entrepreneurship by the OECD and the European Commission, in 2014, which found that 45% of youth prefer self-employment to employment, whereas 37% of adults prefer self-employment; 41% of youth think that they could be self-employed within the next 5 years compared to 30% of adults who think that it is feasible.



Despite a preference for self-employment youth are half as likely to be self-employed (OECD, 2020). In Scotland, in 2019, the total self-employed accounted for 12.4% of employment (Gov.scot), in Ireland it was 14.5%, 22.5% in Italy and 31.9% in Greece, with the EU average at nearly 15% (Figure 1). Youth self-employment in the EU in 2018, 20-29 year olds, was 6.5% (OECD, 2019) whereas in the UK, in 2018, the Office for National Statistics had it at 9.1% (ONS) for those aged 22-30 years and the Rural Youth Project survey at 9% (Figure 2).

Young males were more likely to be self-employed with 11.8% of all employees ages 22-30 in self-employment compared to 5.9% of young females (ONS). This is comparable to 2018 EU figures with 8% and 4.8% respectively (OECD, 2019).



Youth self-employment rates varied greatly across EU Member States and non-EU OECD countries (Figure 3) with figures showing a strong correlation between self-employment rates and high unemployment (Figure 4).

Paribas research found that of the millennial entrepreneurs 78% came from families who had previous experience of running their own businesses.

Online Research _ Greece

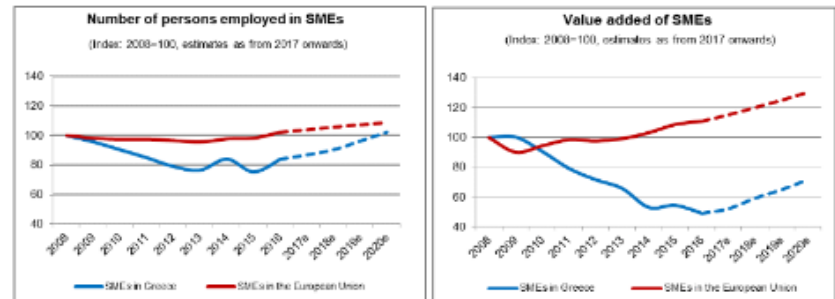
Unemployment in Greece (source: kanep-gsee.gr)

Unemployment in Greece was 26% in Sept. 2012, 18.9% in Sept. 2011 and 7.5% in Sept. 2008. Two groups are mainly affected from unemployment: young people and women. Unemployment in the age group 15-24 was 56.4% in 2012 (47.6% in 2011 and 22.2% in 2008). This rate seems to be almost stable during the last years, with many people entering the NEETs category (being outside the formal education or training). NEETs form one of the main problems in EU; there are 14m NEETs in EU out of the 94m of young people at the same age, in Europe. There are some characteristics that may lead young people to enter the NEETs group. Among all:

- **Migration.** Children of migrants are of 70% higher possibility to become NEETs than native children.
- **Low educational level.** Young people of low education are 3 times more possible to become NEETs.
- **Unemployed parents.** Young people with unemployed parents are of 17% higher possibility to become NEETs.
- **Place of residence.** Young people who live in remote areas with lack of access to services and goods are 2 times more possible to become NEETs.

OECD_Inclusive Entrepreneurship Policies: Country Assessment Notes _ GREECE, 2018

Unemployment. As Greece was hit severely by the financial and economic crises, employment and social affairs reforms have been high on the political agenda of the succeeding governments since then. The overall unemployment rate (27.64 years old) increased sharply during the crisis. SMEs basic figures:



Class size	Number of enterprises			Number of persons employed			Value added		
	Greece		EU-28	Greece		EU-28	Greece		EU-28
	Number	Share	Share	Number	Share	Share	Billion €	Share	Share
Micro	800,075	97.4%	93.0%	1,527,075	62.0%	29.7%	9.0	17.6%	20.8%
Small	18,958	2.3%	5.9%	398,514	16.2%	20.1%	11.8	23.1%	17.6%
Medium-sized	2,176	0.3%	0.9%	239,627	9.7%	16.8%	11.7	22.9%	16.0%
SMEs	821,209	100.0%	99.8%	2,165,216	87.9%	66.6%	32.6	63.5%	56.4%
Large	331	0.0%	0.2%	297,411	12.1%	33.4%	18.7	36.5%	43.6%
Total	821,540	100.0%	100.0%	2,462,627	100.0%	100.0%	51.2	100.0%	100.0%

These are estimates for 2018 produced by DIW Econ, based on 2008-2016 figures from the Structural Business Statistics Database (Eurostat). The data cover the 'non-financial business economy', which includes industry, construction, trade, and services (NACE Rev. 2 sections B to J, L, M and N), but not enterprises in agriculture, forestry and fisheries and the largely non-market service sectors such as

Case studies – Interviews with young entrepreneurs



Company Name
Cube Tech

Date of Interview
09/09/2021

Contact Person
Thomas Soulos

Site
<https://www.facebook.com/Cube-Tech-107703600810854>
<https://www.facebook.com/soulos.thomas>



Location: town of Metsovo, Epirus.
Metsovo is located at 1,150m, in Pindos mountain.

Thomas is a 32 years old technician and owner of a shop with mobile phones, PCs etc.



Company Name
Leone Beer Company

Date of Interview
27/07/2021

Contact Person
Leone Mastrogiacomini

Email
info@leonebeercompany.it



Location: Ascoli Satriano is a very small village in a very rural area of Mottoli Dauni (Northern Apulia, the mountain part of the region). Ascoli Satriano has 6 thousand of inhabitants and is one of the most densely populated of the area. There are not so many opportunities here, especially for young people. The depopulation rate is high as well as youth emigration.

WHO WE ARE? Leone Beer Company is an artisanal microbrewery located in Southern Italy. A project born from its founder during the years spent abroad between Northern Europe and North America.

The term craft describes the new generation of small independent breweries that produce traditional beer. Is defined as "INDEPENDENT" the microbrewery which is legally and economically independent from any other brewery and which uses high quality systems physically distinct from those of any other.

"TRADITIONAL": It means that the raw materials used are natural and selected and that there is no addition of extracts, preservatives or additives. It must not be filtered or pasteurized.



WHAT **ADVICE** WOULD YOU GIVE TO OTHERS STARTING?



The best advice that Sam thinks he can share is to just start- “an idea is only a good one if you make it happen”.

About a year into the business they spent around £600 on professional design work and a logo. Sam believes this has been one of their best investments. Proving them with a professional image and showcasing them as a serious business.

He also recommends seeking and being open to any criticism or feedback so that you can grow as a company. When they first started they had a 5-year plan all mapped out but actually found that you can plan too much. Ensuring that they are the best they can be day to day, being flexible and innovating as opportunities arise has shaped their business into a successful company.

Greece



Download
Dimitra GR

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Download
Fotis GR

Downloaded 31 times, 872 KB



Download
Theodora GR

Downloaded 44 times, 771 KB



Download
Thomas GR

Downloaded 30 times, 423 KB

Iceland



Download
Best Practice Education and



Download
PEAK Case Study v1 Birki



Download
PEAK Case Study v2 Frá



Download
PEAK Case Study v3 Heima

Why become an entrepreneur?



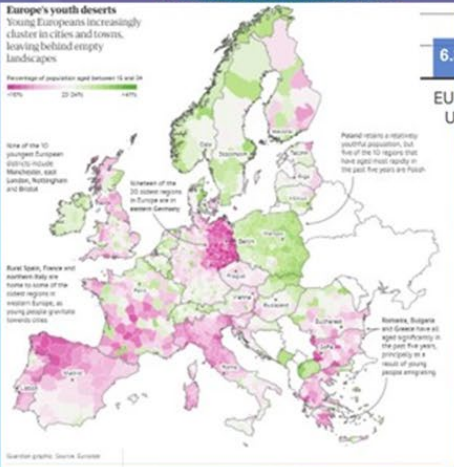
Young people (age 15-24) represent 10.6% of the EU population

Mountains occupy 41.3% of European territory and are home to 25.4% of Europe's people

Unemployment % rate 2019



PROMOTING THE REVITALISATION OF LOCAL COMMUNITIES



One year of unemployment during youth can reduce annual earnings at age 42 by up to 21%

YOUTH MOUNTAIN ENTREPRENEURS

CAPITALISING ON YOUNG ENTREPRENEURS BEING RESPONSIVE TO NEW OPPORTUNITIES AND TRENDS

45% of youth prefer self-employment to employment, whereas 37% of adults prefer self-employment

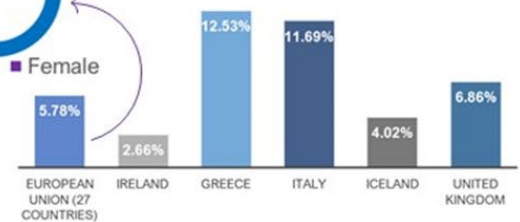
41% of youth think that they could be self-employed within the next 5 years compared to 30% of adults

On average Millennials started 7.7 companies to Baby Boomers 3.5



CREATING EMPLOYMENT OPPORTUNITIES

Youth (20-29) self-employed % rate in 2019



HELPING YOUTH DEVELOP NEW SKILLS AND EXPERIENCES

PROMOTING INNOVATION AND RESILIENCE IN YOUTH

The main 'push' factor to encourage young people to leave or return to rural areas is employment issues and the main 'stay' and 'return' factors are securing a good job locally and access to appropriate jobs and vocational training.

MOUNTAIN AREA CHARACTERISTICS: SOLUTIONS

Distance from supply chains:

'work with what is achievable but always keep an eye on the bigger picture' **BIRKI RESTAURANT, ICELAND**

Location:

'Surrounded by wheat fields makes it easier to tell the story of the product' **LEONE BEER, ITALY**
 'We are selling the mountains and location as part of our business' **THE LUNCHBOX BOYS, SCOTLAND**
 'I saw a niche to work in the outdoors, in mountains and in the ocean, in nature and fresh air.' **WELLBEING WARRIERS, IRELAND**

Lack of infrastructure:

communications:

'The grounds for creative projects are just as fertile, if not more, so in the rural areas, than the big cities' **HEIMA, ICELAND**



Sparse populations:

'Collaboration in our destination is key' **MUDDY SOULS, IRELAND**
MIBe, ITALY: one business but different offerings

Small close knit communities:

'The local community actually encouraged me to start my business and they supported me as customers' **CUBE TECH, GREECE**
FRA HAUS AD HALA (FROM HEAD TO TAIL), ICELAND: He provides a service to the town and they support him.

Lack of infrastructure: transport:

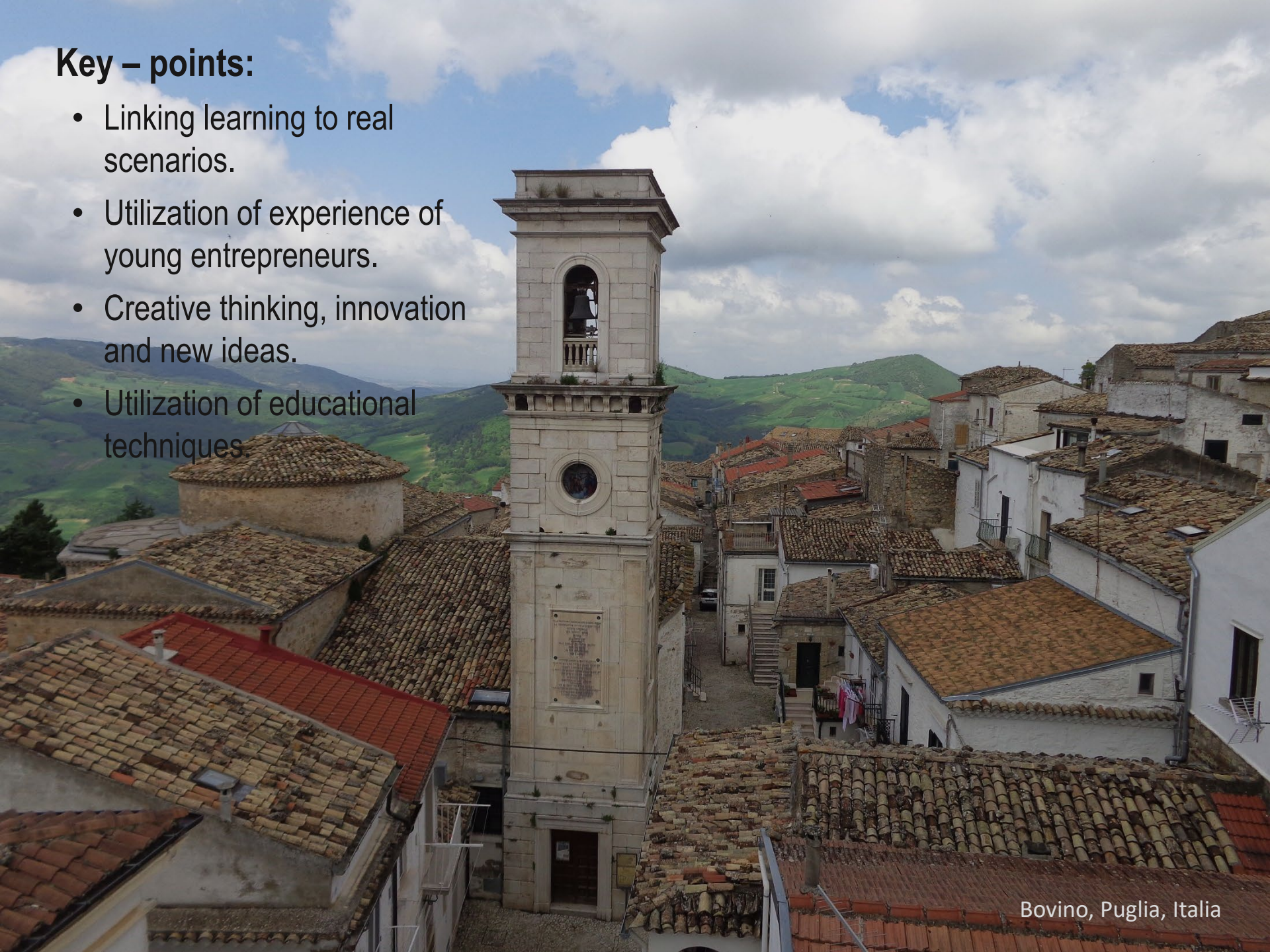
CYCLE LUSS, SCOTLAND:
 Electric bike hire company

Less businesses:

means there will be more gaps in the market, more opportunities to be different and distinctive.
ANIMO WINE, ITALY: Took a chance to bring cocktail culture to a rural location 'virgin sector could be a strength or weakness'

Key – points:

- Linking learning to real scenarios.
- Utilization of experience of young entrepreneurs.
- Creative thinking, innovation and new ideas.
- Utilization of educational techniques



Resource pack video



10 2 Videos from young entrepreneurs

- The idea is to **learn from those who already started** their own business.
- To find out what triggered them, what difficulties they encountered, how they overcame problems, who did they ask for help, what kind of help, did they make use of any kind of public funding, if they are satisfied so far with their business decision, if their business has a positive impact in local community, what are their future plans, what they would advise someone who is willing to start a business in a mountainous area?
- We asked young entrepreneurs to make their own videos for PEAK.
- ***Be inspired by them !***
- ***Videos available on youtube, tik tok, Instagram***
- **<https://www.youtube.com/@peak-nationaltechnicaluniv2167/videos>**

IO 3 Open Educational Resources

6 Bite – size Modules

M1. Becoming a youth mountain entrepreneur

M2. Our opportunity for mountain entrepreneurship

M3. Sustainable mountain tourism, food and agriculture/farming innovation

M4. Environmental sustainability approaches for mountainous businesses and communities

M5. Key things you need to know to attract customers/clients

M6. Women and Entrepreneurship

The Structure of each Module:

- Introduction
- Learning outcomes
- Knowledge and Information
- Quiz
- Inspiration from PEAK's young entrepreneurs
- Links – material, studies, etc.
- Use of pedagogical method – Tools
- Conclusions
- PEAK Links



Reynisfjara, the Black Sand Beach in Iceland

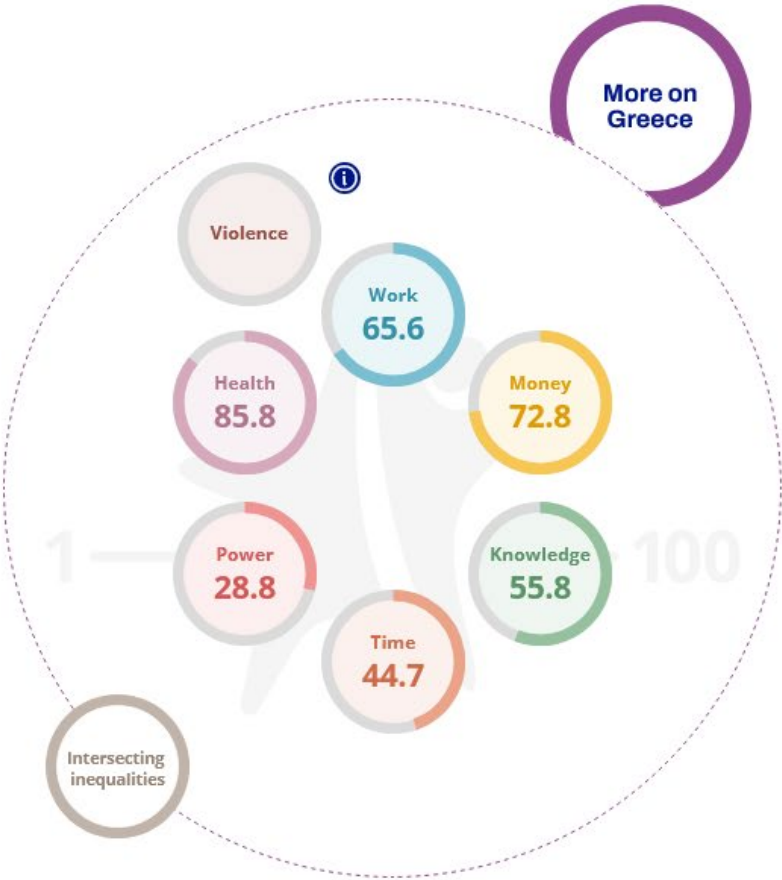
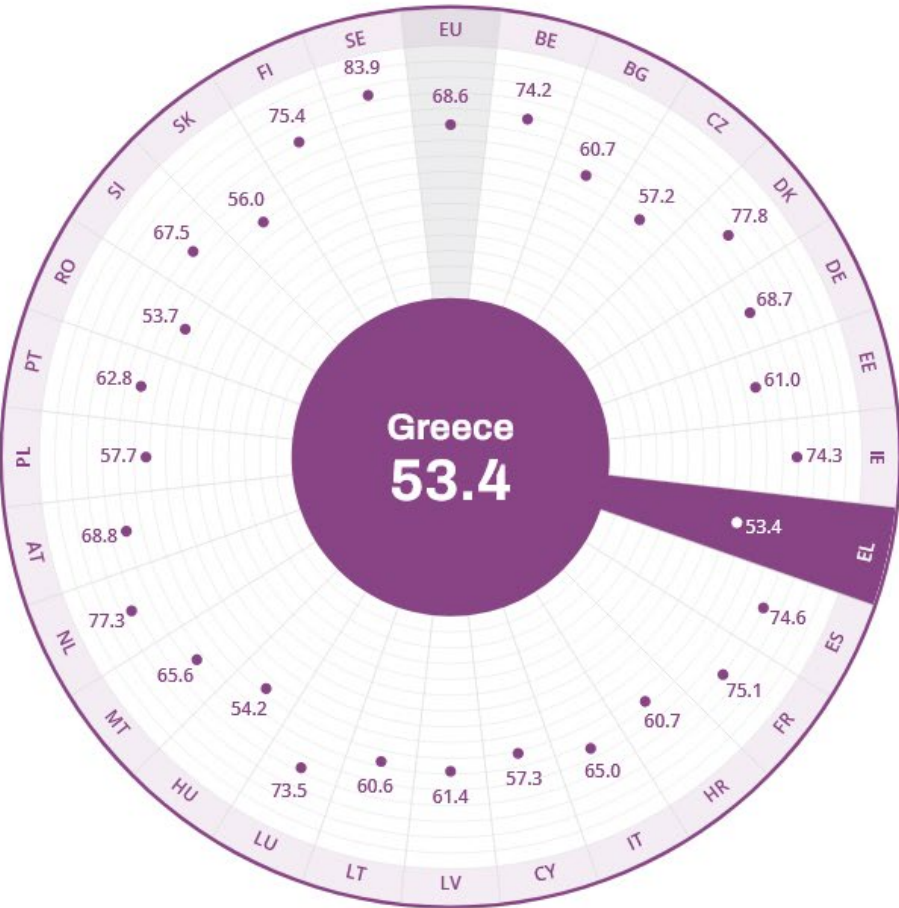
PILOT TESTING: QUESTIONNAIRE SURVEY



Hveravellir hot springs, Iceland

Why a module on female entrepreneurship?

Gender Equality Index, Greece (2022)





Statistics

- 67.7% of women compared to 78.5% of men in the EU in 2021 are in work.
- **1 in 10 female** workers is **self-employed** compared to **17% for men**.
- In 18 countries around the world, men have a legal right to prevent their wife from working.
- Only 3 out of 10 board members of large companies in the EU are women.
- **Less than 8% of chief CEOs** in the EU are women.
- In the EU-27, 25% of business owners, with employees, are women.
- Globally, **women own only 13% of agricultural land**.



More statistics...

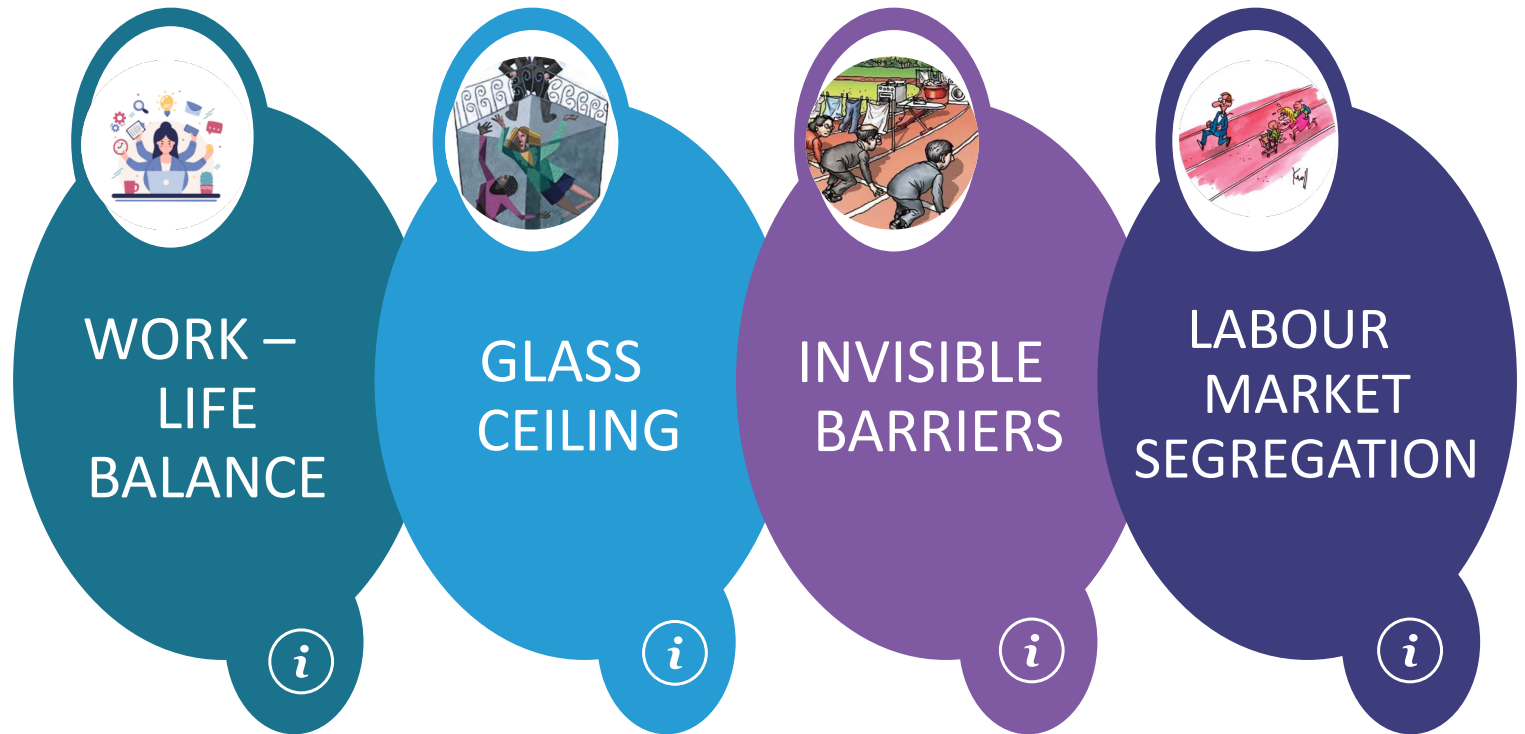
- Women remain a **minority in education and employment in STEM** (Science, Technology, Engineering, Mathematics) fields world widely:
- Many more women in lower-paid sectors: health, care, education.
- Gender pay gap: 12.7% in the EU in 2021
- Women-owned businesses have lower profits.
- Women entrepreneurs most often learn from family and friends. Men from other businesses.

Stereotypes

- Mathematics, digital technology and economics are "male" skills.
- Women are "emotional", unable to command and lead.
- Women cannot make a career and be mothers at the same time.
- Women take care. Men take responsibility.
- Women are suitable for teachers, nurses, secretaries, hairdressers, etc.



Obstacles and challenges



Things are more difficult in mountains

Why?





Key Points

- Find motivation !
- Get tools, skills, knowledge!
- Ask, find out! Get help !
- Find a mentor !
- Network!
- Become independent !

Be inspired !



Dimitra



Theodora



Erin

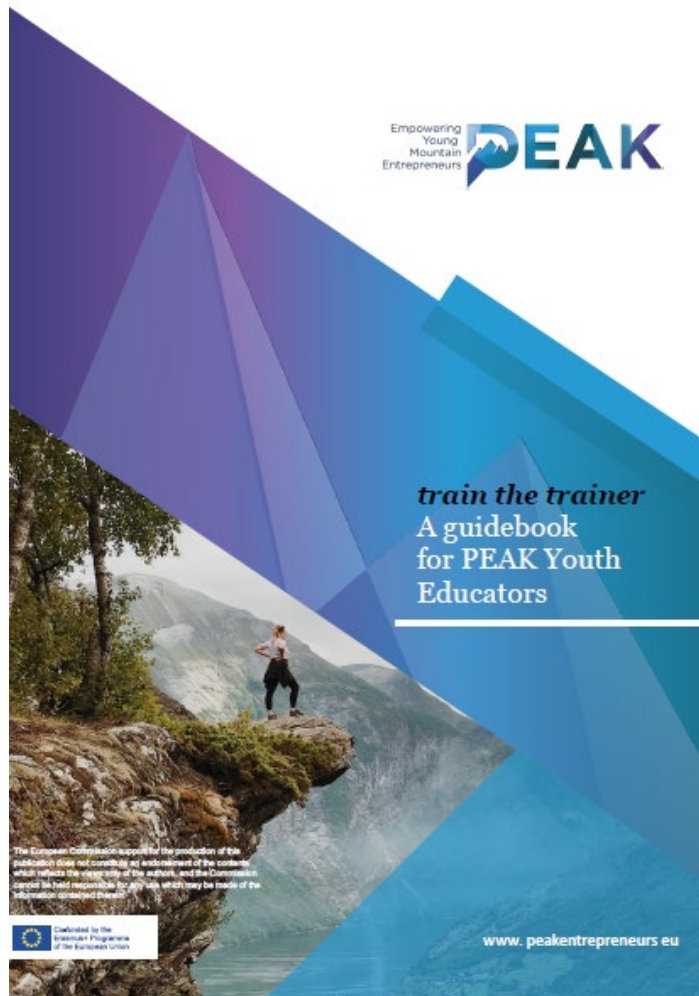


Antonietta

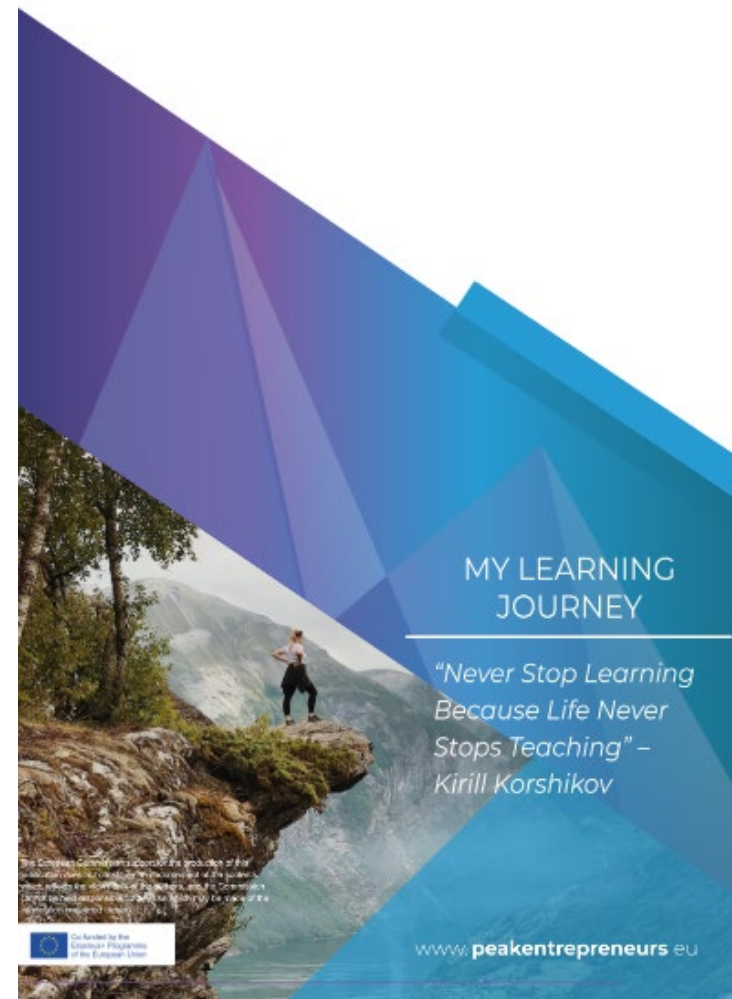


Íris

Train the Trainer Guidebook



Learner's Journey Workbook



IO 4 Open Learning Resources

- Mountainous areas usually have restricted access to infrastructure, education facilities, training, markets, etc.
- **PEAK** is aiming at creating connectivity paths, in terms of bringing together young people with education/training resources, thus helping them to be qualified in starting their business. Through **VLEs young people can connect to each other, have access to networks**, learn, exchange experience, tools, find ways to markets, etc.
- **PEAK website: <https://www.peakentrepreneurs.eu/>**

ευχαριστώ *thank you* *grazie* *þakka þér fyrir* *go raibh maith agat*



Anthochori, Epirus