

# Youth Entrepreneurship Support Latvia

## Summary

The aim of the programme is to enhance the number of better educated, more active and more enterprising young people in rural areas, to encourage idea generation, business promotion and greater societal participation. The project targets young people aged 18-30 that want to learn how to start or develop their businesses and contribute to rural development.



## Main Activities

- ▶ Organisation of training focused on the identification and analysis of business ideas, business plans and project development.
- ▶ Provide support to young people in the implementation of their business ideas.
- ▶ Contest organised to encourage young people to implement viable business ideas

## Key Success

	2012	2013
Informative day	<b>170</b> participants	<b>321</b> participants
Training	<b>91</b> participants	<b>200</b> participants
Business plans for competition	<b>36</b>	<b>52</b>
New companies registered	<b>14</b>	

## Conclusion

To promote the development of youth entrepreneurship in rural areas, it is necessary to support youth and young farmers. This programme encourages young people to implement ideas, dare to take risks and see opportunities. The participants are provided with practical studies and analysis of real-life stories as well as the opportunity to exchange experiences, meet people and gain contacts.

Suggestions for future success:

- ✓ Tailored educational and active events for young people.
- ✓ Mentoring and coaching programmes for youth.
- ✓ Using and combining available resources to get new kinds of outcome.
- ✓ Awareness creation from an early age about the potential of not only working hard but also to live well in the countryside.
- ✓ To improve start-up funding opportunities for business inception.
- ✓ Training from parents, an entrepreneurial family environment.
- ✓ Youth participation in NGOs.

