

ChangeMakers

CREATING AN ENTREPRENEURIAL MINDSET FOR YOUNGSTERS IN A DIGITAL WAY

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EUROPEAN UNION
European Regional Development Fund



Interreg
Central Baltic



CB851 ChangeMakers – Start-ups for sustainable environment created by youngsters



Duration: 1.3.2020 – 30.11.2022



1.391.148 euros from European Regional Development Fund

Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.2. More entrepreneurial youth

Interreg Central Baltic ChangeMakers project is funded under Competitive Economy priority's specific objective More Entrepreneurial Youth.

This priority aims at a balance between economic and environmental interests and to use the potential of the young generation to make the Central Baltic region more entrepreneurial and competitive in the coming years.



PROJECT PARTNERS



University of Turku, Department of teacher education, Rauma campus



Satakunta University of Applied sciences



Tallinn Technical University



Åland's vocational school



Stockholm University

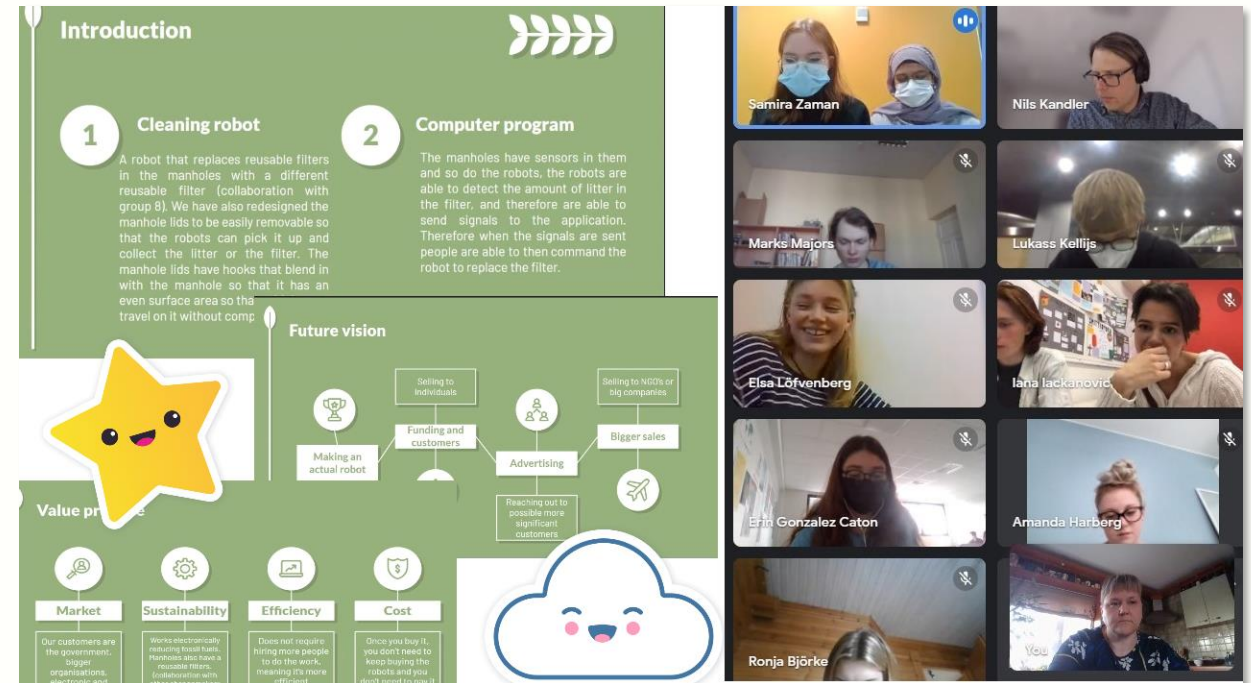


Riga Technical University

PROJECT AIMS AND RESULTS

The project aims were to enhance sustainable development, cross-border collaboration and circular economy based entrepreneurship among students under the age of 19. Totally 250 students from Finland (inc. Åland), Sweden, Estonia and Latvia participated in solving real-life environmental challenges provided by business sector.

As a response to these challenges, participating students created 50 mini company start-ups based on sustainable innovations and creativity. The project created a study model for secondary schools, as well as an open access e-learning tool called the ePlatform.



STUDY MODEL

- Study model for upper secondary and vocational schools in Central Baltic area. Students gained experience:
 - international business communication and the startup world
 - developing their entrepreneurship, digital skills & self-management
 - communication and cross-border cooperation skills by engaging in environmental entrepreneurship



- Students worked in cross-border teams (4-6 students) to solve the real-life environmental challenges
<https://www.youtube.com/watch?v=k3MSoso7ycY&list=PLAJlMzEqkdVTAJ2PPjWSvuUkb9BbXi9Aw>
- The challenges serve as a bases for the student start-ups.
- The environmental challenges are done in collaboration with the business sector from around the Baltic Sea area.
- Business ideas made based on “challenges” (instead of ideas from students on the theme)
- Connects to companies relevant cross-boarder in CB area
- Sustainable environment as the main theme

Sustainability, Water sector, Circular economy,
Reduce – reuse – recycle

- Results:
https://www.youtube.com/watch?v=67hCLdNmnws&list=PLAJlMzEqkdVQ_LAq_goGGt-1lJtqdbEGx

Challenge in collaboration with Ålands Producentförbund



HOW TO REUSE PLASTIC WRAPPING MATERIAL FROM SILAGE BALES?

Challenge in collaboration with TalTech Urban Water Systems



HOW TO MAKE USE OF EXCESS RAINWATER IN CITIES?

Challenge in collaboration with Optinova



HOW TO USE SCRAP MATERIAL FROM TUBE PRODUCTION?

Challenge in collaboration with TalTech Urban Water Systems



HOW TO REDUCE INFLOW OF LITTER FROM STORMWATER SYSTEMS?

Challenge in collaboration with Krookan Plassi Oy



HOW TO CREATE NEW INNOVATIONS FROM USED PAPER TABLEWARE?

Challenge in collaboration with Piece Of Jeans

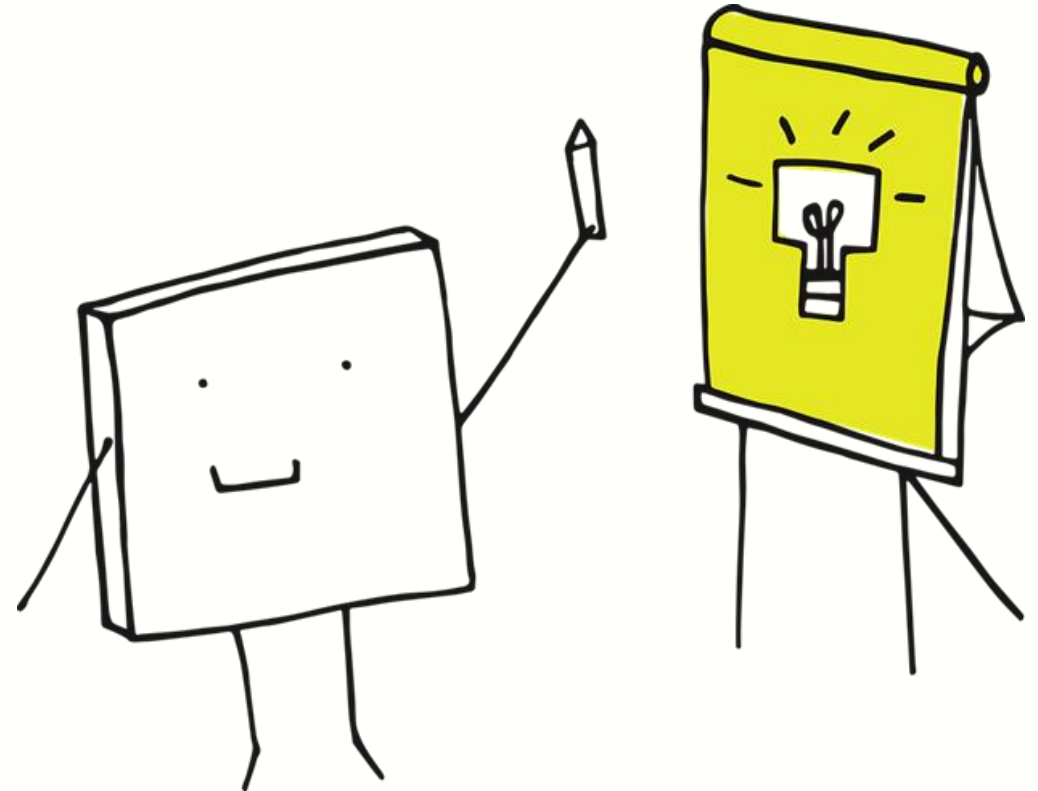


HOW TO REDUCE FABRIC WASTE IN TEXTILE INDUSTRY?

E PLATFORM

- The 1st version of the ChangeMakers ePlatform website was made to gather study modules and teacher materials in to one place in August 2020. There was also a possibility to submit tasks.
- The 2nd version of the ePlatform was published in February 2021, it includes a Dragon Den's map layout and with a video instruction. SAMK continued to add e-learning content on the ePlatform together with partners.
- The 3^d version of ePlatform was published during Spring and Autumn 2021 as a result of the feedback from the participants for the 2nd version.
- The 4th final version of the ePlatform for all future users have been completed in June 2022:

<https://changemakers.samk.fi/eplatform/>



Entrep|



Search

Entrepreneurship

ChangeMakers ePlatform

Innovation management

Study module for teachers

The top of the page now has a search box, where it is possible to find all the study materials and, challenge information and media from the site.

CB951 ChangeMakers - Start-ups for sustainable environment created by youngsters

ChangeMakers was an Interreg Central Baltic funded project, where 250 students from Finland, Sweden, Estonia and Latvia solved real-life problems given by companies. This ePlatform was used to teach entrepreneurial skills, and now it's available to all **free of charge!**

General information about the project and the purpose of the new ePlatform was added to gain interest from students and teachers outside of the project and to explain background of the platform.



"Definitions, videos, pictures, examples were included. Easy to understand. Clear, structured." -
Teacher



"The platform is easy to use." -
Student

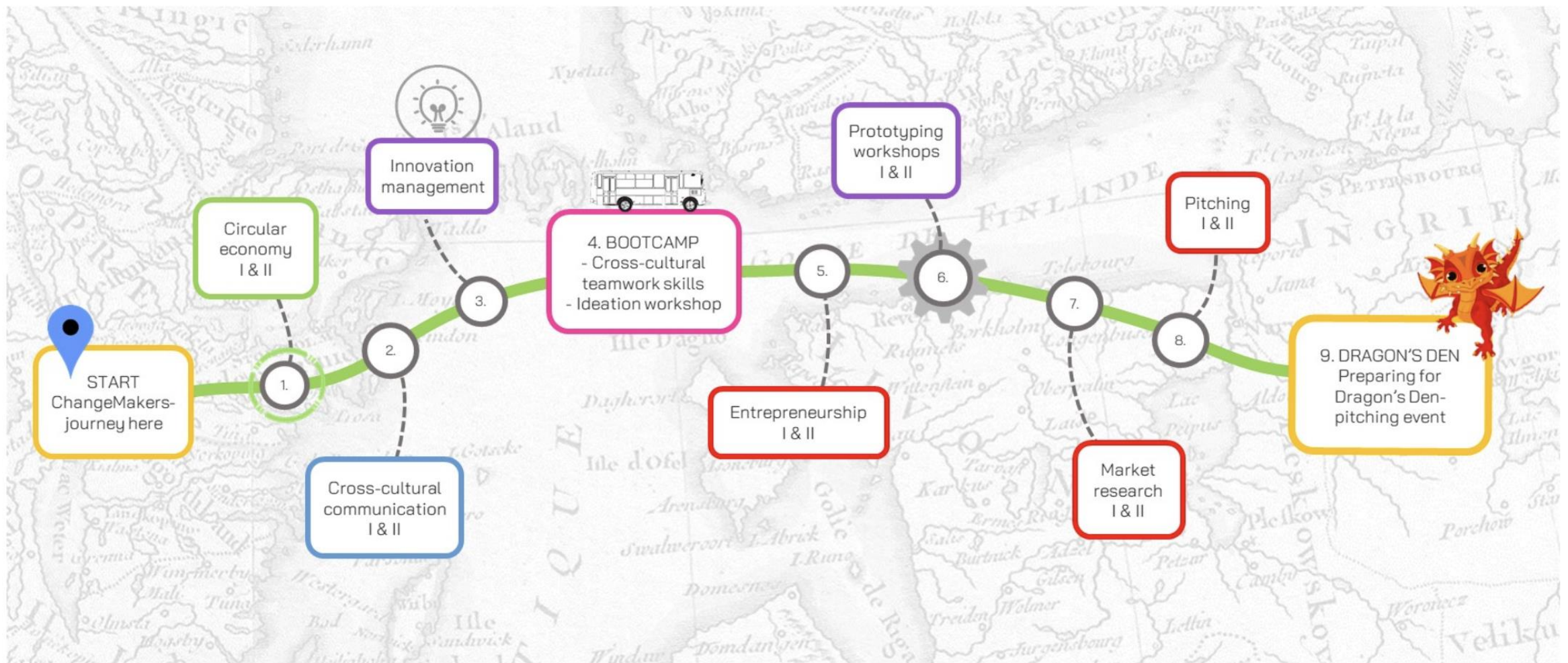


"ePlatforms is easy to use and very helpful tool for both students and teachers." -**Teacher**



"Information is easy to find and that's the most important thing." - **Student**

Comments from participants were added, as people are more likely to proceed using the site when they see real feedback from similar target groups.



The ePlatform use to have an interactive image on the top of the page, where a visitor could easily navigate around the platform. The image was simplified to show an easy-to-follow roadmap for people who are interested of using the ePlatform.



Circular economy



Cross-border communication



Innovation management



Entrepreneurship



Prototyping



Market research



Pitching



Dragon's Den

All of the study materials, that were created and constantly updated during the project's lifespan, are shown on the ePlatform with visually and appealing clickable boxes.



Entrepreneurship

Lesson 1.



Summary of entrepreneurship

Lesson 1 is designed to give an introduction to entrepreneurship, its definition and practical steps when one wants to become an entrepreneur.

Lesson 2 offers you basic knowledge what is the strategy and why do you need it as entrepreneur.

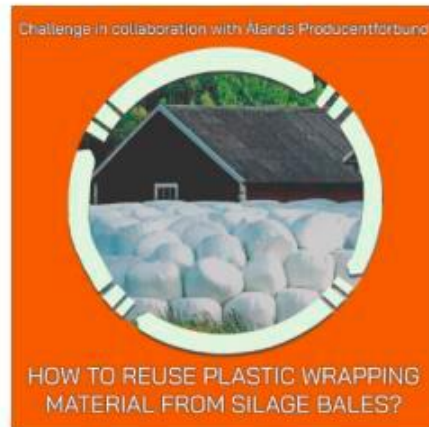
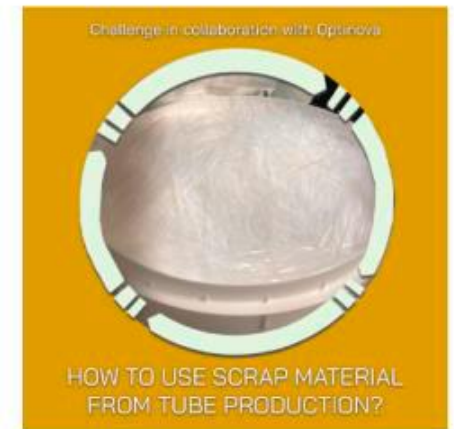
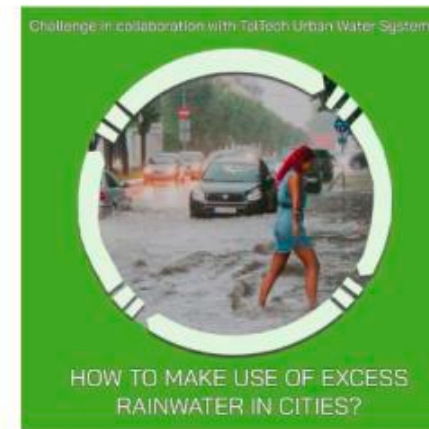
Tasks

[Business plan \(one-pager\)](#)

➤ [Go to study material](#)

➤ [Go to teacher material](#)

By clicking to the topic a visitor can enter the study material directly.



With project partners it was agreed to leave the challenges that were used at the 2nd round of the project to the platform as examples. New schools and organizations that are willing to use the ePlatform, are able to use the challenges as they are, if they don't create their own challenges. Purpose of the challenges is to make it easier for the organization to implement the ePlatform for their use, as it is ready to be used immediately. Some information, such as challenge mentor and expert information, was removed, as they are not necessary after the project has ended.

September	October	November	December	January	February	March	April
Introduction: Schedule, student tasks (milestones) etc.	Circular economy II	Ideation workshop	Entrepreneurship I	Prototyping workshop I	Market research I	Pitching I	MILESTONE 7: PITCH
Circular economy I	Cross-cultural communication I	Cross-cultural teamwork skills workshop	Entrepreneurship II	Prototyping workshop II	Market research II	Pitching II	Dragon's Den pitching event
	Cross-cultural communication II	MILESTONE 2: TEAM RULES	MILESTONE 3: ONE-PAGER	MILESTONE 4: PROTOTYPE	MILESTONE 5: MARKETING PLAN	Preparing for the Dragon's Den	
	MILESTONE 1: FAVORITE CHALLENGE	Innovation management				MILESTONE 6: LEAN BUSINESS PLAN	

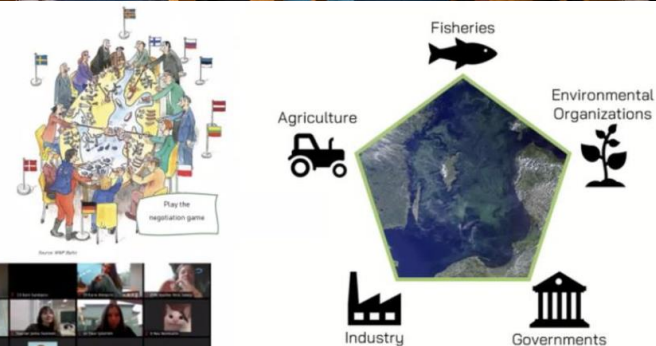
During the study module, student teams have regular team meetings between lessons



In collaboration with project partners, a simple sketch of the **suggested schedule** structure for lessons, events, student tasks and team meetings was formed. It is supposed to give a visual timeline for the new teachers and students, so they can start following the monthly agenda we used in the project.



Cross-Sectoral Baltic Negotiation Game



The Zoom call with a selection of the more than 120 participants



THANK YOU!



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