

The AER Youth Ambassador Project

AER Youth Ambassadors on Youth Entrepreneurship



What? Who? How? When?

A Youth Ambassador

All participants in the AER Youth Summer School 2008 have been nominated by their regions to be Youth Ambassadors. This brochure will explain what a Youth Ambassador is, what Youth Ambassadors do and how they do it. To put it simply, a Youth Ambassador is a young person responsible for getting other young people in their region interested in regional and European co-operation. The theme for 2008 Youth Summer School is the Youth Entrepreneurship in the European Regions. Whichever country you come from, your role is the same: to inform other young people in your region about what can be done in your region and in Europe to promote Youth Entrepreneurship and also to explain to politicians - regional, national and European - what young people want them to do in relation to this important topic. After the Youth Summer School, each AER Ambassador will organise an activity in his/her region on the theme of Youth Entrepreneurship. The activities might be, for example, a project to increase knowledge about Youth Entrepreneurship, information campaigns or a strategy what your region can do for the Youth Entrepreneurship etc... This means that there will be activities taking place all across Europe, which will show that young citizens take responsibility for the future of their region and for Europe. As a grand finale to all your activities, we will organise an event called "Meet the Policymakers". This will give you the chance to present your activities and ideas to important European policy-makers. At this meeting, a jury will also look at the prize "AER Youth Ambassador Project 2008".

What to do?

As an AER Youth Ambassador you will take part in the 2008 AER Youth Summer School in Ostersund in Sweden (region Jamtland) from 24th to 30th August. During the Youth Summer School, you will be provided with information on Youth Entrepreneurship which will be helpful for your role as an AER Youth Ambassador. You will also receive training in useful skills, including project writing and the development of action plans. In addition, you will get the opportunity to hear about what other young people, politicians and officers have done in their own regions. You will be advised on how to prepare and implement your project, and you will be able to discuss it with experts and politicians who can help you to make sure that your plan is realistic and easy to implement.

A Youth Ambassador 1

What to do? 1

What kind of issues should your activity address? 2

Some examples of possible activities 2

How to prepare the role of AER Youth Ambassador 3

What happens after the Youth Summer School? 3

AER Youth Ambassadors Project Award 2008 4

AER Youth Projects: How you can be involved? 5

For any further information 6

The AER Youth Ambassador Project

AER Youth Ambassadors on Youth Entrepreneurship



What kind of issues should your activity address?

You can organise any kind of activity that you like, as long as it follows a few rules:

- ▶ **Your activity should address the theme of Youth Entrepreneurship.**
- ▶ **Your activity should also involve other young people in your region, and if it is possible also young people in other European regions.**
- ▶ **Your activity should involve politicians in your region, country or European Institutions or you should let these people know about the results of your activities.**
- ▶ **You will be responsible for finding the resources that you need to organise your activity. Your regional government might be able to give you some support.**

If you want you can prepare an action plan together with other Youth Ambassadors from a different region. You can choose to organise just one activity or a series of activities on the same theme. However, remember that it is very important to be realistic about the cost of your project. Think about how you might be able to make use of the resources that are already available to you, such as your school or college hall. See whether your regional authority, which selected you to be a Youth Ambassador, can provide any help.

Some examples of possible activities:

You can organise any type of activity you like, as long as it fits into the guidelines set out above. Here are some possible action plans that you could consider. These are just some examples – see if you can come up with something better:

- ▶ **Organise a debate on the youth entrepreneurship in your region:**
Try to cooperate with your region and to prepare a discussion between young people in your region and with regional policy-makers. Ask your regional authority whether you can use the regional parliament chamber or another meeting room for your activity.
- ▶ **Organise an information campaign in schools, universities to inform other young people about which are the possibilities of youth entrepreneurship in your region. Information campaign might be electronic or print. You can invite some experts in this subject or entrepreneurs, regional politicians engaged in youth entrepreneurship.**
- ▶ **Hold an event in your Youth Parliament, inviting MEPs, regional policy-makers or experts on Entrepreneurship to come and debate their view how to improve youth entrepreneurship.**
- ▶ **Organise a case-study with Youth Ambassadors on the issue of youth entrepreneurship and present the findings to the regional council.**



The AER Youth Ambassador Project

AER Youth Ambassadors on Youth Entrepreneurship



How to prepare the role of AER Youth Ambassador

Before attending the Youth Summer School, you should already think of the topic of youth entrepreneurship and also of your role in the region: how you can improve youth entrepreneurship in your region. The most important is to decide before the Summer School the topic of your activity (you can exchange your ideas during the Youth Summer School). In deciding what topic you would like to address, try to think about what is important for your region in this area. Try to find out what is the policy of your region in the field of youth entrepreneurship. Regional youth entrepreneurship policy refers to any policies developed by regional authorities, which help young people to become entrepreneurs. These may include education policies, support to the start-up of small businesses, the creation of junior chambers of commerce etc..

Before coming to the Youth Summer School, you should also arrange a meeting with the person in your regional authority that nominated you to participate in the event. You should ask them to provide you all information concerning their policy on youth entrepreneurship and to ask them if the region is able to give you any kind of support. For example, they might be able to provide you all useful information, help you by giving a meeting room to organise a debate, help you to contact MEPs etc... You might also want to ask the regional representative whether they are prepared to pay for a flight and accommodation for the follow-up meeting for the AER Youth Ambassadors Project Award 2008.

What happens after the Youth Summer School?

After the Youth Summer School, it is up to you to turn your ideas into reality. Probably the first thing you will do when you go back home is to see the regional representatives who nominated you for the Youth Summer School. You should discuss with them what you learnt and what you would like to do as an activity. You can ask your region what the region can do to help you to implement it.

Then you need to do your planning, advertising and finally put your plan into action. It is good to think how to publicise your event: you can contact your local newspaper or maybe your region might have a press office that could help you with this.

Once you have completed your activity, it is important that you let the AER know about the results. We will put all of the information you send us on the AER Website. Remember to take photos of your event, so that we can include these too.



The AER Youth Ambassador Project

AER Youth Ambassadors on Youth Entrepreneurship



AER

Youth Ambassadors Project

Award 2008

- ▶ *In Spring 2009 we will organise an event that will give you the opportunity to tell to important politicians face-to-face what young people think of the Youth Entrepreneurship.*
- ▶ *All AER Youth Ambassadors are welcome to participate in this event. The aim of the meeting will be to make sure that European policy-makers understand and take into account the views of young people.*
- ▶ *We will also use this opportunity to give the AER Youth Ambassadors Project Award to the best projects, which will be selected by a jury.*
- ▶ *On the same day, we will organise a debriefing session, at which you will have the opportunity to provide the AER feedback on the Youth Ambassador scheme and to tell us what worked well and what did not.*
- ▶ *Remember if you want to attend this meeting, you need to persuade your regional authority to pay for your trip and accommodation for one night in the youth hostel. Don't leave this until the last moment.*



The AER Youth Ambassador Project

AER Youth Ambassadors on Youth Entrepreneurship



AER Youth Projects: How you can be involved?

AER YOUTH SUMMER SCHOOLS (YSS):

This event is meant to allow young people to exchange ideas with Regional politicians and officials attending the Summer School. Organised annually as a 5-day event, the YSS aims at developing to the participants, new skills and further knowledge about European issues. This year, the 7th YSS will be organised on the topic: 'Youth entrepreneurship in the European regions'.

AER YOUTH TEAM:

The AER Youth Team is a unique structure to involve young people in the work of an international organisation. The AER Youth Team members have the opportunity to give input to the AER's work to make contributions and to make the voice of young people heard among the European regions.

MOST YOUTH-FRIENDLY EUROPEAN REGION AWARD:

The AER launched the competition for the Most Youth-Friendly European Region for the first time in 2001. It offers the European Regions every two years the chance and possibility to make their projects and initiatives in youth issues known to a wider public and to spread the good experience gained in this work.

'DO YOU SPEAK EUROPEAN?' AER COMPETITION:

This is a public speaking and personal expression contest, which gives teams of young people between the ages of 14 and 18 the opportunity to prepare and present their views on the question 'What Does Europe Mean to You?'. The competition is taking place across the whole Europe on three levels: regional, national and European.

AER YOUTH EUROPEAN CITIZENS' FORUMS:

The aim of the Youth European Citizens Forums is to engage young citizens and regional politicians in a debate with representatives of the European Union on the future of Europe. The Forums operate as a two-way process, informing youngsters about the Europe, and listening to people expectations about what should be done in the future.

AER YOUTH REGIONAL NETWORK:

The AER proposes to set up an AER Youth Regional Network (YRN) conceived as a common platform of youth regional organisations/councils/parliaments on regional level in Europe. This platform is to become a forum for discussion and exchange of experience between youngsters across all the European Regions. The idea is to bring together young people from European Regions and give them an opportunity to exchange, to share ideas, experiences, and to find together solutions to their problems or fears.

AER SCHOLARSHIP 2008:

The AER is offering one annual scholarship for a student from an AER member region to undertake a course of study at Masters degree level in a topic related to regional democracy. The scholarship will cover tuition fees and living costs for a one-year course at a university in another AER member region in a foreign country.

EURODYSSSEY:

This programme is the first AER programme created in 1985 and aims to improve the opportunities for young Europeans and provides them the possibility to acquire professional experience abroad.



The AER Youth Ambassador Project

AER Youth Ambassadors on Youth Entrepreneurship



The Assembly of European Regions (est.1985) is the largest independent network of regions in the wider Europe. Bringing together over 260 regions from 33 countries and 13 interregional organisations, AER's mission is to:

- ▶ **Promote the principle of subsidiarity and regional democracy**
- ▶ **Increase the regions' political influence within the European institutions**
- ▶ **Support the regions in the process of European enlargement and globalisation**
- ▶ **Facilitate interregional cooperation across wider Europe and beyond**

If you want to be involved...

If you want to know more about **AER Youth Projects**, you want to be involved in the activities or you want to create your Youth Ambassadors Project on Youth Entrepreneurship just contact:

Małgorzata KUCIŃSKA

Youth and Citizenship Officer
Assembly of European Regions (AER)
www.aer.eu / youth.officer@aer.eu
Tel: +33 (0)388 227 432 / Fax: +33 (0)388 756 719
6 rue Oberlin, F-67000 STRASBOURG



For any further information, please have a look at the following Website:

<http://www.aer.eu/main-issues/youth.html>