Project ‘Strengthening young people at the local and international labor market’
Eindhoven & Rwanda 2017 t/m 2020

For an online network & digital platform to promote education / sharing knowledge, social entrepreneurship, international cooperation, employment and future perspective of young people in Rwanda, Kenya, Morocco and Eindhoven and support young entrepreneurs in starting their own social startups / enterprises.

Project priorities & focus 2017-2020
An online network and digital platform only works in the benefit of all users as soon as they have good/reliable access to electricity and good internet. Therefore in this project we keep priorities and focus on:

- Renewable energy
- Access to good internet & ICT
- Private sector
- Social and sustainable development by social* startups

At the start of the project, these are the project partners:

- ONE WORLDcitizens
- Africa in Motion
- City of Eindhoven
- S2M Strijp S (Innovation Hub in Eindhoven, Netherlands)
- Summa College: vocational education, department: Business (Eindhoven, the Netherlands)
- Summa College: Center of Entrepreneurship (Eindhoven, the Netherlands)
- Stichting SLMM (Eindhoven): network of African world citizens from all kind of African countries
- AddNoise for hosting & development of the website (Living Legends website), Leeuwarden

We have the interest of the Dutch Ministry of Infrastructure and Environment. We will involve them as partner as soon as the project starts in January 2016

*Social Entrepreneurship means in this project: social or sustainable impact (not profit) first, followed by a sustainable business model

Introduction
With this project we start an international network of young people who cooperate to create quality education, social entrepreneurship and youth employment in Rwanda and Eindhoven in 2017-2020.

Focus cities in Rwanda: Kigali, Rubavu, Rusizi, Musanze, Nyagatare, Huye and Muhanga

Why this project & international team?
The City of Eindhoven visited the City of Kigali in May 2016 to lay the first steps towards a bond between the 2 cities. A bond in which both cities help each other in sustainable and economic development.

This visit showed that the government of Rwanda is looking for development of the private sector for further growth of economy and employment. The government’s ambition is to create 200,000 "non-farmer” jobs. To achieve this ambition knowledge partners, role models, concrete examples of enterprises and ‘tailored’ trainings are necessary.
The project aims for the City of EHV (why they support us with 20.000,00 in 2017):

1. To contribute to global awareness (and the Global Goals) of young people from Eindhoven
2. To contribute to the ambition of Rwanda (200.000 jobs) by the building of a digital platform to share knowledge and to empower / strengthen capacity (entrepreneurship) of young people in Rwanda.
3. To contribute to digital & media - literacy in Rwanda

OWC (specialized in development of social entrepreneurship) and AIM (specialized in the development of the private sector) see the opportunity to make a significant contribution to conditions needed to achieve the ambition of 200.000 jobs, in collaboration with a team of young people, project partners and companies from Eindhoven and Rwanda. By building a digital youth platform, development of online education on sustainable issues, training and coaching in entrepreneurship and connecting young people with innovative knowledge partners (universities, companies, entrepreneurs) to support social entrepreneurship and startups / youth employment.

This youth platform will be built by an international team of entrepreneurial young people from Rwanda, Netherlands and Nepal. With them we can connect to the local needs, opportunities and aspirations of young people in the participating countries.

Project objectives 2017-2020
To create a good and durable platform the City of Eindhoven, OWC and AIM choose for a 4-year plan based on the objectives:

1. Development of a digital youth platform that connects youth and partner networks from Eindhoven and Rwanda to share knowledge/inspiration and to strengthen capacity through online entrepreneurship training and support. Aimed at the start of (joint) social startups and jobs in new sectors (non-farmer courts).
2. Awareness and application of literacy, which means: the set of knowledge, skills and attitudes in which citizens can move consciously, critically and actively within a digitized world.
3. Organization of a youth exchanges in Eindhoven with young people of the 2 project countries for additional training, experience, getting to know each other’s cultures and the startup of a structured dialogue of young people and local/international entrepreneurs/companies on circular economy, social and ecological innovation, (youth) employment.

Target groups
1. Young people aged 18-30 years from Eindhoven/Netherlands, Rwanda: students, young professionals and young entrepreneurs who are willing to share knowledge, train and coach each other, who want to go for startups.
2. SME’s, social entrepreneurs, research institutes and international companies that want to share knowledge, expertise, resources, funding/sponsorship of the startups.

The output and outcome we want to achieve in 4 years
At least 300 young people aged 18-30, 25 entrepreneurs and 10 companies from Eindhoven and Rwanda will be connected via the digital platform during the next 4 years. They will collaborate on knowledge (on sustainability issues), development of expertise, training in social entrepreneurship and the start-up of at least 25 new businesses in Rwanda. At least 24 young people from Rwanda (2-3 young people per year) take part in the youth exchanges that take place in Eindhoven in November-December every year. These exchanges are for additional training, work experience, participation in Train the Trainer programs, getting to know each other’s cultures and consultation with local and international companies. Whereby they are able to develop their own startups and train other young people at home and help young social entrepreneurs to start-up their innovative enterprises.
Operational plan 2017 to 2020

2017: Design & investigation, construction website, start sharing knowledge, 1st online consultation of young people and company leaders, 1st Youth exchange in Eindhoven, Netherlands.

January to June
- Online team building with project team with the help of intercultural communication coaching, joint plan of action for examination.
- Research: What is happening now in Rwanda? What has Eindhoven to offer? How are young people organized in the 2 countries? On what themes? How are they connected in their own country? What topics they want to learn about? How do they want to learn and work together? Which knowledge partners are required?
- Verification concept screen design and features of the Living Legends online platform.

July to December:
- Construction website,
- Construction online education/knowledge sharing, entrepreneurship training
- Collaboration on Slack and 1st online dialogue with the young people from the project team and managers Eindhoven, Rwanda about online education, social/environmental innovation, circular economy and social entrepreneurship.

2018: Realization & Implementation

Test and improve online platform. Extension of:
- online collaboration, education (knowledge) and training (entrepreneurship).
- Partner network Eindhoven, Rwanda (connected to the digital platform).
- Youth Exchange in November-December 2018.

2019: Expanding online & offline program and tools
- Upscaling diversity online professional education, products / services,
- Development training social and environmental innovation “for youth exchange in cooperation with S2M, TUE and Summa College in Eindhoven.
- Strengthen local capacity aid of local innovation hubs, partner networks and start-up capital Startups.

2020: Completion Phase
- Evaluation 2017 t/m 2020 & quality assurance youth network, online and offline activities and programs.
- Extend project and platform activities with young people in (neighboring) countries of Rwanda and the Netherlands (Europe).
- Design development and connection with the concept Friendwise Enterprise 2020-2030, by OWC & AIM.