



Erasmus for Young
Entrepreneurs

Erasmus for Young Entrepreneurs Success story: RLT153137

New Entrepreneur (NE)

Name: Alina Iordache

Country: Romania

Age: 28

Status: Would-be entrepreneur

Sector:

Name of business/Website:

Host Entrepreneur (HE)

Name: Adelina Luntraru

Country: Spain

Age: 28

Experience: 4

Sector: NGO/Non-profit/Social

Name of business/Website: Asociación
P.O.D. <http://es.asociatiapod.ro>

Period of Exchange: September 2014 – December 2014

Duration of Exchange: 3 months

Brief introduction:

NE:

The NE activated for some years in different NGOs in Romania, getting also in contact with other organizations from Europe through EC programs, finding out about social businesses and how these can be a new level of helping people.

She found out about EYE through a friend that participated before in the program and decided that it is a good opportunity to find out more about businesses in general, and social business in particular, to develop management skills, to improve communication skills in a foreign language and to create contacts that could serve for future partnerships.

HE: The HE has been involved in NGOs since 2001, but as the same time kept her connections with the economical world, working in the marketing field in different companies. She combined her knowledge and dedicated her work mostly to social causes, where she managed projects and NGOs. In 2013 she decided to participate in the EYE as a NE, having the opportunity to help design a new social business that operates from Tenerife, Spain.

Moving to Spain, to continue working with the HE from her exchange, she decided to open a branch of the NGO she was managing in Romania. Knowing the benefits and the positive input that the right NE can bring to a project, she decided to enroll in the EYE Program, now as a HE.

Being in the process of opening a youth center and also planning a social business to provide financial sustainability to the center, was consider as an adequate moment to bring a NE, both to learn in ins and outs of planning for such activities, but also to get new perspectives regarding the 2 new activities the HE was involved in.

Activities undertaken:

Planning and implementing a new social media strategy

Collaborating in the management projects in all the phases: writing, implementing (logistics, designing materials, and help during the events) and evaluation - financial and narrative reports.

Planning and creating the structure of the youth center, creating and designing some of the activities to be carried; design some materials to promote the center online and offline.





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Planning and designing some areas of the business plan for the social business.
Discussions and meetings regarding short, medium and long term strategies of the HE.

Benefits achieved:

NE:

The NE achieved most of the learning objectives set at the beginning of the exchange, regarding the management of an organization, communication, but also about risks that can occur with the activities and how to manage them, and bureaucracy in another country.

As well, at the projects implemented by P.O.D Association during the exchange, the NE got in contact with other new entrepreneurs or people interested in having a start-up, from different European countries, which can become future partners.

The NE will keep in contact with the HE and cooperate for future projects.

HE: The HE learned the benefits of a fresh perspective, the input that someone from the outside can give you. The NE helped in providing constructive feedback to all the plans and projects that the HE was implementing or planning. For sure that all the ideas that were received will be used, some were already put into practice. I am positive that we will find ways to collaborate in the future as partners in social projects.

Quotation regarding the experience:

NE: *"It was a great opportunity to work and learn along the HE, as we tried to discover together the needs of young people in Tenerife, that are not so involved in social and civic activities. We tried to develop ideas that will help them grow and learn and I'm positive that we will have a productive future cooperation."*

HE: *"It was a great experience to collaborate with someone that is very passionate about social causes and has the experience and knowledge to transform ideas into reality. I am positive we will find ways to collaborate in the future"*

For further information about the exchange:

- NIO, Young Entrepreneurs Association from Romania, Daniela OANCEA: office@ptir.ro
- HIO, Instituto Tecnológico de Canarias, Lucía Dobarro: rempart@itccanarias.org

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu