**EUSAIR POPRI youth 2021**

**General information**

POPRI is a Slovenian entrepreneurial competition for young people with clear vision, great ideas and entrepreneurial spirit. After 17 years of activities of the Primorski tehnološki park, this annual competition has developed into entrepreneurial brand/movement, supported by national and local authorities. We are convinced that it is about time to upgrade the idea and to introduce it to the international level.

Our vision is that young people of 9 EUSAIR (EU Strategy for Adriatic-Ionian region) countries would meet at the **EUSAIR competition** and present their BEST national ENTREPRENOURIAL IDEAS. The event will take place back-to-back to the EUSAIR forum 2021, May with the support of the European Commission, Ministry of Foreign Affairs of the Republic of Slovenia, as well as Government Office for Development and European Cohesion Policy, Ministry of Economic Development and Technology, SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology, and many SMEs and Startups.

**Our vision is that young people of 9 EUSAIR countries would meet on EUSAIR competition and present their BEST national ENTREPRENOURIAL IDEAS to decision makers and to wider public.**

**Why an event focused on youth?**

The event is an effective response for global challenges of society of knowledge and a case of good practice of socially responsible activities in the area of development of entrepreneurial competences of youth.

If ever, then especially today, when we are facing the consequences of the COVID-19, we really need events that connect us and that offer opportunities for the flow of knowledge and experience. We need opportunities that will offer answers to all of us, but especially to young people and society as such, and pave the way for the economy, including employability.

The event will bring together youth from 9 EUSAIR countries to deliver strong messages and even solutions to be taken into account while meeting the decision-makers of 9 EUSAIR countries who will meet during the EUSAIR forum in May 2021.

**Why macroregional strategies - MRS? Simply because… 😉**

* Slovenia is **uniquely positioned** as it is involved and active in three, out of four existing macroregional strategies (EUSDR, EUSAIR, EUSALP) and cooperates well also with the Baltic one.
* Macroregional cooperation is offering well working **governance system** being active simultaneously at three levels (political/coordination/implementation). Entrepreneurial event fits in all MRS and it is promoted and implemented through existing MRS governance structure.
* **Presidency of Slovenia** to EUSAIR during the period June 2020 till May 2021 gives us all special opportunity to spread the entrepreneurial activities of youth within EUSAIR; 9 EUSAIR countries should join forces in the area of youth involving them as a horizontal activity of the Strategy.

**Institutions involved**

EUSAIR governance structure (national coordinators of 9 EUSAIR countries) will be involved and informed about the activities.

Special attention and focus will be given to the territory. Therefore, Primorski tehnološki park has made a network of **technology parks/incubators of 9 EUSAIR countries** as they are the voice of the territory – their role is crucial in the preparatory phase of the event (selection of national teams) and communication with Primorski tehnološki park (application procedure only through them).

**EUSAIR POPRI youth** is organized by Primorski tehnološki park in close cooperation with technology parks and incubators of EUSAIR countries, namely Auleda Vlore, Local Economic Development Agency (Albania), ICBL – Innovation Centre Banja Luka (Bosnia and Hercegovina), Techpark Varaždin (Croatia), The Entrepreneurship Hub, The American College of Thessaloniki (Greece), Friuli Innovazione - Parco Scientifico e Tecnologico Luigi Danieli (Italy), BSC Bar - Biznis start up centar Bar (Montenegro), CKM – Center for Knowledge Management (North Macedonia) and Business Incubator Novi Sad (Serbia).

**2 days event of “serious business and pleasure”**

* Day 1 – 11th May 2021: macroregional competition of 2 categories of students presenting their entrepreneurial ideas in 5 minutes pitch in front of the jury (+ 5 minutes for Q&A). Announcement of best busines ideas will take place in the evening.
* Day 2 – 12th May 2021: meeting and open discussion with an eminent personal from business area, together with presentation of ERASMUS programme for young entrepreneurs; winners of both categories will be announced and 2 best business ideas will be presented at the political panel of the EUSAIR forum – the main event of the EUSAIR presidency.

**Shortly about the competition**

**Participants**

The event “young entrepreneurs EUSAIR” aims to host up to 36 active participants, divided into 2 categories:

1) high-school students (14-18) and

2) university students (18 - 29 years).

Each EUSAIR country is represented by one team of high-school students (led by mentor/teacher) and one team of university students. There will be 2 teams per country, 18 teams altogether. Each team is composed by max 5 team members, of which 2 of them will make a short presentation-pitch.

From national to macroregional competition (step by step approach):

The ideal situation would be that MRS competition follows a national selection process of best entrepreneurial team. **As a selection, any national practice that is already taking place in 9 EUSAIR country is appropriate.**

Step 1 - National competition/selection for national teams);

*An example of national activities in Slovenia run by Primorski tehnološki park*

*Slovenian national competition is a two-level process:*

*1) Regional/semi-finals by which 12 candidates or teams for national competition are selected – usually in February;*

*2) National/final event on which finalists (individuals/teams) are competing in 5 minutes pitch in front of a jury – usually in April. National winners are known!*

In case that similar national event/competition, summer school, programme, activity on entrepreneurial learning is practiced in your country, please, **use it as a preselection process for the European/MRS one.**

Step 2 - Macroregional competition

On macroregional competition, selected national winners will participate; 1 team of high-school students and 1 team of university students from each EUSAIR country.

For year 2021 this would be a pilot event hopefully becoming a traditional one, taking place every year. It might also be extended to other existing MRS in following years.

**The course of competition**

After the selection of national teams in your country, business ideas shall be sent to Primorski tehnološki park via e-platform (by tehnology parks/incubators of EUSAIR countries).

The application is open from 15th April till 1st May 2021.

By 1st May 2021 ppt-s shell be sent as well.

The information about passing the eligibility criteria will be delivered a day after the submission of the application form and business plan (2nd May 2021).



An International jury will be set up to review written applications in advance, prior to the competition. Business models will be sent to the members of the jury (2nd May 2020).

On the 1st day of the event (11th May 2021) national teams will present their business ideas in front of the jury (5 minutes pitch + 5 minutes for questions and answers).

Best business ideas of each of 2 categories will be selected by international jury and announced during the evening event

(taking into account written and verbal presentation in English).

On the 2nd day of the event (12th May 2021) there will be a gathering with well-known entrepreneur; only winners of both categories will be known during the political session of the EUSAIR forum – two winning teams (winners of each category) will pitch.

**Basic information about EUSAIR youth event plans:**

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| ***Participants at the event*** | At the EUSAIR entrepreneurial event high-school students (14-18) and university students (18-29) are invited due to language skills (English pitch presentation and Q&A).  Each country is represented by one team of high-school students (led by mentor/teacher) and one team of university students. There will be 2 teams per country, 18 teams altogether. Each team is represented by max 5 students of which 2 young representatives make a pitch.  Participating teams will send their applications and requested documents in advance by using special **on-line platform** (TPs will be informed in due time). |
| ***Process of participation in Slovenia – as a case***  ***Do it according to already established practice in your country! 😉*** | Slovenian national competition is taking place on regional and afterwards, on national level.  We suggest to use those activities that are already taking place in your country in the area of entrepreneurial learning of youth. ***Use your practice and activities in order to select 2 teams for the EUSAIR youth contest.*** |
| ***Timing*** | EUSAIR event of young entrepreneurs is to be organized as a back-to-back event to EUSAIR forum that is planned to take place on **11th and 12th May 2021, Portorož, Slovenia.** |
| ***EUSAIR youth events*** | 2 days events:  **Day 1 /11th May 2021**– presentation of the entrepreneurial ideas in 5 minutes pitch and announcement event in the evening;  **Day 2 /12th May 2021**– Meeting with an eminent personal from business area /a unique and stimulating experience for young people/  Participation of youth at the political panel of the forum – winners will present their business ideas. |
| **Crucial STEPS ahead** | 1. A network of technology parks/incubators of 9 EUSAIR countries has been settled (the only communication channels); 2. PTP collects short information if TPs could provide both teams of participants. 3. Primorski tehnološki park is preparing on line platform and documents needed (Rules of Procedure, general information, guidelines for the jury…). 4. Information and documents will be shared to technology parks/incubators of 9 EUSAIR countries. 5. EUSAIR governance structure will also be informed about the activities accordingly. |

**Join the entrepreneurial movement, join EUSAIR POPRI youth!**