Young European founders

increasing digitalisation and internationalisation

computer / media skills  international economic and cultural knowledge  English skills

04.05.2023

Virtual international cooperation at the Konrad-Klepping Vocational College
Young European founders

- ITET "De Viti De Marco" di Triggiano
- ITCS "G. Zappa" di Saronno
- ENSINUS - ETP/INETE - Instituto de Educação Técnica
- Anglo-německá obchodní akademie, ANOA
- Avcılar Mesleki ve Teknik Anadolu Lisesi
- Eskişehir Eti Sosyal Bilimler Lisesi
Young European founders

- mutual personal introduction
- circular economy
- analysis of circular businesses
- drafting a concept for an own company
- survey about the next activity
- marketing campaign design
- application procedure
Young European founders

- mutual personal introduction

podcasting about yourself

listening comprehension

matching with pictures

presenting your hometowns

gamification
Young European founders

- circular economy

- forum discussion and podcasting
- working out the individual aspects
- video conference

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- company analysis

SWOT analysis of the business concepts

forum discussion and podcasting

video conference
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• drafting a concept for your own company

product requirements

• eco-friendly material
• renewable energy in production
• eco-friendly packaging
• repair service
• buyback program

TM

• logo
• mission and vision
• organisational chart

• designing a market survey
• evaluation
• reflection in a video conference
Young European founders

- creation of a marketing campaign
- creation of a marketing video
- creation of a GIF graphic for the logo
- creation of a website for the company
- voting for the best marketing performances
- reflection in a video conference

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- application process
- creating job advertisements
- creating a CV and cover letter
- conducting job interviews in a video conference