

Email displaying incorrectly? [Click here to view in your browser](#)



RYE CONNECT JULY 2016

RYE CONNECT NEWS

Welcome to the second edition of the RYE Connect Newsletter which contains the latest news and events from partners across the Northern Periphery and Arctic region.

RYE Connect is funded by the Northern Periphery and Arctic programme through the European Regional Development Fund and is delivered by project partners in Finland, Greenland and Northern Ireland and a wider Associate Network spanning the Northern Periphery and Arctic (NPA) region.

RYE Connect is a passion to promote innovative thinking that inspires young people to create unique business opportunities across Northern Europe and the Arctic.



Enterprising Minds Gather In Sisimiut, Greenland

Programme partners, speakers and guests arrived in a very sunny Sisimiut, Greenland for the first RYE Connect Conference on June 17th. Speakers from across the NPA Region shared their wealth of experience on youth engagement and entrepreneurship with local agencies, youth development organisations and potential young entrepreneurs.

The speakers included Stephen Mooney from **Cold Climate Innovation** based at the Yukon Research Centre in Yukon College. Highlighting the similarities between the issues faced by Greenland and the Yukon region, Stephen went on to share his experience of engagement and recruitment practices used by the Yukon Innovation Prize to attract young people with good ideas.

Alison Reid Director of the **Invest NI Propel Programme** described the engagement, recruitment and development methods used by their programme in Northern Ireland. Alison also highlighted the need for mentoring, support and tailored advice for businesses wanting to export.

EyJolfur Ey Jolfsson from the **Innovation Centre Iceland** explained how they had worked hard to engage with potential entrepreneurs providing a hub for such people to come together to explore and develop their business idea. He emphasised how having a place to be, surrounded by positive like-minded people had proven successful in inspiring their participants. Likewise meeting the practical needs of the entrepreneurs in the early stages

such as free phone, internet and workspace as well as ongoing networking events and workshops all contributed to the programmes high success rate for Start Ups.

The conference was also attended by two inspiring examples of successful Greenlandic businesses, Anita Hoegh, **Qiviut Aps** and Eliza Motzfeldt, **Sava Design**. Both described their own personal journey in setting up their business, the challenges and the rewards. Their businesses being proof that a rural location need not be a barrier to starting and running a successful business. The conference provided an excellent platform from which to make people aware of the opportunities now available across the NPA region through the RYE Connect Programme.

Participants also got to view the RYE Connect Online platform which when complete will include: a pitching portal connect to a network of investors, business audit, gamified business plan, role model videos from all partner countries and much, much more.

Kalle Pakalen from Kajanni University of Applied Science (Lead Partner) highlighted the extensive Associate Network already established by RYE Connect across the whole NPA region.

Kalle Pakalen said

"RYE is a unique project, it brings together young talented entrepreneurs from many corners of the EU. We want to produce tools, support mechanisms and networks based on what young people say they need and what will really make a difference to them."



RYE Connect 'Open Stage' Event

A RYE Connect outreach event took place in Sisimiut following the very successful RYE Connect Conference in June. Greenland Business in collaboration with the local Sisimiut Music School organised an "Open Stage" event for local musicians to come along and perform. The event was used as a base to promote the RYE Connect programme and all the opportunities within it.

The event took place in a large marquee situated in the heart of the city and attracted over 100 local youth leaders, students and young people of Sisimiut. Performances from many different singers, bands and groups created a very positive atmosphere and an enjoyable evening. Christian Wennecke from Greenland Business and the RYE Connect team of partners took the opportunity between performances to spread the word about RYE and how it could benefit and support the local young people in setting up their own venture.



Finland Innovation Café

RYE Connect's Youth Steering Group based in Kajaani, Finland organized an Innovation Café in conjunction with the RYE Connect

Conference in Sisimiut, Greenland. The aim of the event was to spread the word amongst the young people of the area about the opportunities now available through the RYE Connect programme and to inspire those considering Entrepreneurship as a career option.

The event broadcast the live stream from the Conference in Greenland and hosted guest speakers who have already been successful in setting up their own business. Speakers included Avedia, a company which provides media services and is run by seven enthusiastic entrepreneurs. They joined the RYE programme in Autumn 2012 (in Kajaani, Finland) and from there started their journey. The entrepreneurs of Avedia are now living all over Finland and are actively looking for new clients, projects and experiences. www.avedia.net

Anni Yli-Lonttinen a fly fishing journalist and an entrepreneur. She started her own fly fishing business in 2014. In her own words she is the eternal novice of fly fishing with over twenty years of experience. Her company, Kajana Club, offers fly fishing enthusiasts inspiration, courses, community and help with international travel planning. www.kajanaclub.com

Also offering inspirational tips and advice was a company called HighRoller, a new innovative way of performing foam rolling. This "foam rolling elevation" was created to make personal muscle care easier and more effective. HighRoller Finland Ltd is now looking to international markets with its patented HighRoller product. HighRoller Finland will themselves be entering the RYE Connect programme at the Growth Phase and is hopeful that with a clear Growth Plan they will be able to open the door to international partners and potential investors. www.highrollerofficial.com/eng/

The Kajanni Youth Steering Group were very successful in attracting many potential young entrepreneurs from the region for a fun and inspiring event. Issa a member of the Youth Steering Group said

"this is a great way to attract potential young entrepreneurs, the guest speakers here today demonstrate that it can be done. It's all about finding the right idea and overcoming your fears".



Northern Periphery and Arctic Programme
2014-2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund

Copyright © 2016 Rural Youth Enterprise

<http://www.ryeconnect.eu>



If you would prefer not to receive our newsletter anymore [click here to unsubscribe](#)

KAJAANI
UNIVERSITY OF APPLIED SCIENCES



GREENLAND
BUSINESS

