

RYE CONNECT NOVEMBER 2016

RYE CONNECT NEWS

Welcome to the third 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.

RYE KICK STARTS THE NEW SCHOOL YEAR



RYE Connect has had a busy few months visiting schools and colleges across Northern Ireland to deliver RYE Connect Pre Start Workshops.

Schools and colleges eager to get involved included Omagh High School, Limavady High School, St Mary's Limavady, St Comhghalls College Lisnaskea, Dean Maguirc College Carrickmore and South West College.

The workshops began by addressing the perceived barriers the young people had about starting a business in Northern Ireland today. Everything from money, age, location and lack of support was discussed, debated and a resolution found. Students were then encouraged to take part in fun entrepreneurial thinking activities, brand identity exercises and also explore the skills required to become an entrepreneur.

Using real time case studies from Northern Ireland the young people were shown that it can and has been done by students just like them. The students then got the opportunity to develop a business idea based on their own skills, qualities, hobbies and interests.

On completing the workshops every student had identified an opportunity to form a business around something they were passionate about and had developed the skills to document their idea on the RYE Business Drawing Board. The business ideas generated were innovative and crossed many sectors. Ideas included gaming, specialist food products, sports equipment, pet grooming, music apps and many, many more.

The enthused participants then received a master class on how best to pitch their business idea to potential investors should the opportunity ever arise. The RYE Connect workshop finale saw every student pitch their idea to their peers followed by constructive feedback on how they could tweak, develop and expand their business idea pitch in the future.

Gabriel Keown, Lecturer at SWC Enniskillen said;

"Setting up a business is a great employment opportunity for many people who have the talent, however they often lack the confidence to progress the idea. This is the second year the RYE programme has been delivered within the college and I've found the programme to be exceptional, the students get to explore options, identify goals and are supported in reaching their potential."

A DAY IN THE LIFE OF A BUSINESS LEADER



A group of young participants from the RYE Programme in Kajaani, Finland were delighted to take part in the Junior Achievement Job Shadow day. The initiative allowed the young entrepreneurs to team up with some of the country's top Executives.

In total 29 top business leaders took part in the programme, each one being shadowed by a young entrepreneur. Olli Kahkonen, CEO of the Great Escape Kajaani, spent the day with Jari Gustafsson from the Ministry of Economic Affairs and Employment while Sarianna Juntunen spent the day with Mikko Nieminen, CEO of PwC Finland. The young people were able to experience a day in the life of a business executive, observing the variety of tasks and responsibilities such a role entails.

At the end of the day, the leaders and participants attended a closing ceremony at the Ministry of Economic Affairs to share their experiences and celebrate the thriving entrepreneurship culture evident in Finland today.

Sarianna Juntunen from the Great Escape, said "I really enjoyed the day and learned a lot about leadership. I found Mikko to be a very inspiring leader."

The Kajaani participants had attended the RYE Pre Start programme before going on to set up 'The Great Escape' and are now heavily involved in the RYE Connect Youth Steering Group in Finland. The Great Escape Company is now hoping to take part in the RYE Connect Growth Phase through which they plan to expand to three Great Escape rooms by February 2017.

ICELAND ASSOCIATES SIGNED UP



In September the RYE partnership travelled to Reykjavik, Iceland to take part in the sixth round of partnership meetings. While visiting Iceland the RYE partners took the

opportunity to meet with two of the Icelandic Associate partners, Innovation Center Iceland and KVEiKJA.

Eyjólfur Eyjólfsson, is the leader of the Innovation Center in Reykjavik which is Iceland's national body for entrepreneurship training, they are among other things running enterprise incubation centres all over Iceland. Eyjólfur was delighted to hear about the progress of the project and is looking forward to gaining access to the RYE online resources, materials and networks.

KVEiKJA is a non-profit organisation working to spread the idea of social entrepreneurship in Iceland. Tanja Wohlrab-Ryan the initiator of this project is excited to be an associate of RYE, whereby they have access to a range of online resources and materials which will support their work within KVEiKJA.

The Iceland RYE Associates were presented with a framed copy of the RYE Charter which is symbolic of the shared passion among all RYE partners, associates and investors to promote innovative thinking that inspires young people to create unique business opportunities, across Northern Europe and the Arctic.

If you would like to find out more about RYE Connect or are interested in becoming an Associate member please contact your nearest RYE Connect organisation:

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