

THE CREATIVE ENTERPRISE PROGRAMME

WESTERN BALKANS 8TH – 10TH NOVEMBER 2016

The Creative Enterprise Programme has been developed by Nesta and is delivered in partnership with the British Council. This three-day workshop programme is designed specifically for creative start-up entrepreneurs and provides face-to-face support that will enable them to develop a compelling business plan and strengthen their proposition. Built around Nesta's **Creative Enterprise Toolkit**, the workshop will equip participants with the tools and knowledge they need to succeed.

Participants from across the Western Balkans are invited to attend, offering an exciting opportunity for young entrepreneurs to extend their network across the region. The training is free to all selected participants and expenses are covered for their attendance to the training.

Programme Objectives

The Creative Enterprise Programme will enable a group of young entrepreneurs to build their skills and understanding of design and business development through a series of interactive exercises and activities. A Nesta workshop associate, who brings a wealth of experience and expertise, will be on hand provide critical answers to key questions regarding getting products and services to market. By the end of the workshop participants will be able to answer the following questions:

- What should I do to make my business work?
- Why should my customers care and how will they benefit?
- How can I make money to allow my business to be sustainable?

Further Opportunities

The Creative Enterprise Programme will offer participants mechanisms to stay in touch with their new network, encouraging peer learning and a regional support network for creative entrepreneurs. Furthermore, participants will be invited to participate in a regional challenge by pitching their business ideas and defining their needs to receive further support to take their enterprises to the next level (dates to be confirmed).

Essential Information

When	8 – 10 November 2016 (participants need to be available 7 – 11 November)
Where	Public Room Creative Hub, Skopje, Macedonia
Working hours	Full day, 9am – 5pm

Participants' Profile and Selection Criteria

The Creative Enterprise Programme is designed to support entrepreneurs between 21 and 30 years old, who are in the process of setting up their own creative enterprise. Our focus is on the creative industries such as advertising, architecture, arts & culture, craft, design, fashion, games, music, publishing, tech, TV and film. Workshop content and activities is relevant to people whose businesses are up-and-running but are still at an early stage of development (0-2years).

Candidates must be living and working in **Western Balkans countries: Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia** and fluent in English (level B2). The workshop and supporting materials are delivered in English.

Important Dates for Applicants

Monday 26 th September	Application window opens for participants
Sunday 16 th October	Deadline for receiving applications
Thursday 20 th October	Successful applicants and relevant country offices notified
Monday 7 th November	Participants arrive in Skopje
8 th – 10 th November	Creative Enterprise workshop takes place
Friday 11 th November	Participants depart from Skopje

How to Apply

Applications should be submitted online via project website www.westernbalkanstartups.com. Nesta trainers will make the final selection of participants.

Please Note

- The number of participants is limited to 24.
- All participants must be available for all 3 days of training.
- The working language of the programme is English.