



# ENTREPRENEURSHIP MARATHON

## Turning Ideas into Action

**An Erasmus+ Youth Project supported by Jugend Für Europe and the European Union**

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This Erasmus+ youth project strengthens entrepreneurial skills and motivation among young people by addressing barriers to entrepreneurship through mentoring, experiential learning, and international cooperation. It empowers participants to transform ideas into innovative, sustainable solutions and engage actively in the European entrepreneurship ecosystem.

This Erasmus+ Youth Project was supported by Jugend Für Europe and the European Union.

## 1. Project Overview

Entrepreneurship Marathon is an Erasmus+ youth project designed to strengthen entrepreneurial skills and motivation among young people across Europe.

At a time when youth unemployment and economic uncertainty remain pressing challenges, the project responds to a critical need: empowering young people to transform ideas into sustainable and innovative solutions.

Through mentoring, experiential learning, and international cooperation, Entrepreneurship Marathon encourages participants to explore entrepreneurship not only as a career option, but as a mindset — a way of thinking creatively, solving problems, and contributing to society.

The project supports young people in rediscovering their potential, building confidence, and engaging actively in the European entrepreneurship ecosystem.

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## 2. Rationale – Why Entrepreneurship Matters

Youth unemployment remains one of the most urgent challenges in Europe. According to recent data, the youth unemployment rate in Europe has exceeded 20%, highlighting structural difficulties in labour market integration.

Entrepreneurship offers a constructive response to these challenges by:

- Stimulating economic growth
- Encouraging innovation
- Supporting social inclusion
- Strengthening civic participation

However, many young people face significant barriers when considering entrepreneurship:

- Fear of failure
- Lack of capital
- Limited experience
- Insufficient mentoring and guidance
- Rigid educational structures

Although entrepreneurship education exists within formal systems, it often lacks practical, experiential components. Entrepreneurship Marathon addresses this gap by providing real-life simulations, mentoring, and international cooperation opportunities.

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## 3. General Aim

To strengthen the entrepreneurial competences of young people and foster a generation capable of producing innovative, sustainable, and smart solutions to social and economic challenges.

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## 4. Specific Objectives

The project focuses on practical and competence-based objectives:

- To help young people understand the entrepreneurial mindset and core principles of entrepreneurship.
- To teach the fundamentals of establishing a business, including transnational trade aspects.
- To develop participants' ability to mentor peers in generating and refining innovative ideas.
- To create a structured mentor–mentee ecosystem promoting experiential learning.
- To strengthen leadership, decision-making, empathy, and teamwork skills.

- To introduce participants to the broader entrepreneurship ecosystem and encourage active involvement.
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## **5. Methodology – Learning by Doing**

Entrepreneurship Marathon applies non-formal education principles and experiential learning methodologies.

Participants engage in:

- Interactive workshops on business fundamentals
- Team-based idea development sessions
- Simulation games replicating market conditions
- Mentoring circles with experienced facilitators
- Problem-solving challenges
- Peer-to-peer feedback sessions

The project emphasizes “learning by doing”, allowing participants to test ideas, reflect on mistakes, adapt strategies, and refine their concepts within a supportive environment.

Mentorship plays a central role. The structured mentor–mentee ecosystem ensures that participants receive guidance while also learning how to mentor others — multiplying the project’s long-term impact.

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## **6. Impact**

Through its activities, Entrepreneurship Marathon contributes to multiple levels of development.

### **On Participants**

- Improved understanding of entrepreneurship as a viable career path
- Increased self-confidence and initiative
- Enhanced leadership and communication skills
- Greater resilience toward risk and failure
- Strengthened teamwork and intercultural cooperation

### **On Organizations**

- Expanded European cooperation networks
- Increased capacity to design youth entrepreneurship initiatives
- Shared methodologies for experiential business education

### **On Youth Culture**

- Promotion of a proactive and solution-oriented mindset
  - Encouragement of innovation and social responsibility
  - Contribution to a more entrepreneurial youth ecosystem in Europe
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## 7. Outputs

The project produced tangible and transferable results:

- A **Digital Entrepreneurship Toolkit** summarizing methodologies, tools, and success stories developed during the project.
- Local and international workshops and mentoring programs.
- Interactive business simulation games and team challenges.
- A final dissemination event presenting results, good practices, and innovative ideas to stakeholders and local communities.

These outputs provide long-term value and can be reused by youth organizations, trainers, and aspiring entrepreneurs.

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## 8. Dissemination and Sustainability

Project results are shared through:

- Local youth workshops
- NGO and institutional networks
- Social media platforms
- Final dissemination events
- Digital distribution of the entrepreneurship toolkit

The project encourages participants to continue developing their ideas beyond the project timeframe and to apply learned competences within their communities.

Entrepreneurship Marathon aims not only to inspire ideas, but to strengthen the capacity of young people to act, innovate, and collaborate across borders.