

## Press release

BOOST4youth Project "Online Business and E-commerce Coaching for Increasing Entrepreneurship Among Youth"

2018-1-UK01-KA205-047672

The project **BOOST4youth** "Online Business and E-commerce Coaching for Increasing Entrepreneurship Among Youth, through strategic partnerships and project activities, helps young individuals become digital entrepreneurs. In addition to the PAR University College, this strategic partnership includes relevant institutions in the field of digital competency development: CIVIC Computing from the United Kingdom, CCS Digital Education from Ireland, Emphasys Center from Cyprus, AKNOW from Greece and **Danmar Computers** from Poland.

The **boost4youth.eu** distance learning platform will enable young digital entrepreneurs to acquire new knowledge and skills necessary to work in a digital environment. The goal is for their online companies to achieve better cross-border sales and become financially viable by targeting foreign consumers through personalized digital strategies.

The direct beneficiaries of the BOOST4youth project are young entrepreneurs (ages 19 to 35) who have no knowledge of how to take advantage of smart ICT use to grow their businesses and expand borders as well as women and men between the ages of 19 and 35 who want to start an online business, especially if they want their business to focus on cross-border sales and / or addressing important social aspects (social entrepreneurship).

Particular focus has been placed on the business sectors that are most important for the participating regions, namely: tourism, agro-products and real estate sales.

The partners have developed a digital marketing and e-commerce training program and established a transnational network of mentors / trainers to support young people in setting up an online business.

The Digital Strategy Genie will provide personalized training by initially testing students' knowledge and awareness of digital entrepreneurship and e-commerce, and then providing personalized training plans.

So far, 6 partners from 6 EU countries have developed 1 distance learning platform that will provide additional training for young digital entrepreneurs through 9 education modules in 3 different sectors.

Visit <https://boost4youth.eu/pl/genie> and start your learning process!

Your partners,

Danmar Computers (Poland), CIVIC Computing (UK), CCS Digital Education (Ireland), Emphasys Center (Cyprus), AKNOW (Greece) and PAR University College (Croatia).

The project is co-financed by the European Union through the Erasmus + program.