OSCE POLAND 2022

OSCE
**Organization for Security
and Cooperation in Europe**

**Ministry of Foreign Affairs
and International Cooperation**

YDEAS project: **Y**oung **D**evelopers and **E**ntrepreneurs to **A**dvance **S**tart-ups

THE YDEAS REGIONAL IDEATHON
Inspire, Connect, Enable
4-6 November 2022
Metropol Lake Resort
Settlment Konjsko, Ohrid 6000, North Macedonia

A "smart" development for the Western Balkans

One of the key consequences of COVID-19 is a significant boost towards the transformation of societies and economies from traditional to information-driven. Only by harnessing the full potential of emerging technologies will it be possible to cope with the consequences of the pandemic and address the socioeconomic challenges triggered by this and similar crises. To this end, it is essential to expand spaces for interaction and opportunities for upskilling and networking, particularly among young people willing to invest their creativity towards a 'smart' development that can combine profit with social value and the protection of the environment.

Grounded around social and environmental objectives, participatory governance, solidarity and the reinvestment of most profits towards sustainable development, the social economy business model can act as a catalyser of a much-needed transition towards a more inclusive, fair, energy-efficient and environmentally mindful economic paradigm.

Already fragile contexts – because of past conflicts and standing socio-political tensions - may be less equipped to adapt to a fast-paced, information-driven economic environment. According to the International Labour Organization (ILO), the Regional Co-operation Council (RCC) and the South-East Europe Cooperation Initiative (SECI), persistent brain drain, skills' mismatch, weak intra-regional connectivity, lack of mobility and of entrepreneurial culture prevent the Western Balkans' economies from harnessing the ongoing digital transformation. At the same time, inspirational stories of successful entrepreneurs in the region suggest the emergence of a new generation, increasingly engaged in addressing pressing social and environmental challenges with an innovative entrepreneurial approach.

The YDEAS project

Widening socio-economic disparities between countries, social groups and individuals that embrace, harness, invest in the digital revolution and those that do not, represents a security risk considering the urgent need to harness digitalization for building back better after the pandemic. The Organization for Security and Co-operation in Europe (OSCE) - the largest regional security arrangement under Chapter VIII

The YDEAS project enjoys the support of

SECI

of the UN Charter – considers bridging the digital gap a relevant factor contributing to economic stability and security.

The multi-annual YDEAS project intends to provide a platform to improve co-operation between local authorities, the private and the educational sectors, towards a positive regional eco-system for young social and green start-uppers. By combining community-based activities, regional events promoting upskilling, networking, and capacity-development opportunities for youth, as well as policy-relevant dialogue, YDEAS is the flagship initiative of the Office of the Coordinator of OSCE Economic and Environmental Activities (OCEEA) supporting fair digital transition, sustainable economic growth, reconciliation and stability in the Western Balkans. In doing so, the project contributes to the Youth, Peace and Security agenda of the OSCE and the United Nations.

The YDEAS Regional Ideathon: *Inspire, Connect, Enable*

Under the motto "*Inspire, Connect, Enable*", the YDEAS Regional Ideathon will be a creative problem solving exercise where young people come together to discuss a challenge, dive into it and consider possible solutions, including with the involvement of technology.

Approximately 80 participants will be invited to team up in groups of 20 that will be formed by the organizers. The groups will rotate to join four laboratories that will run in parallel from Friday 4 to Sunday 6 November 2022. Trainers will engage participants in a playful journey where they will explore the following topics:

1. *Time to shine*: showing your best talent is not always easy. How can you develop an engaging storytelling to pitch your business idea?;

2. *A smart approach to create a 'Smart Community'*: learn how to build an ecosystem of electronic tools, maximising what is already available, to meet the needs of communities and local governments at a reasonable cost;

3. *+energy-pollution=Hydrogenio*: reducing emissions while improving performances of engines and heating systems seem irreconcilable achievements. How can we address this challenge using a low-cost technology?

4. *The power of micro data*: while there is increasing attention towards Big Data, Micro Data offer an untapped potential towards improving employment prospects. How can we use data to match job opportunities with the right set of skills?

The Ideathon will result in a joint learning process, where participants will experiment some approaches and solutions proposed by the trainers and brainstorm around them, in a free-flow exchange of views and ideas.

A networking lunch on Friday 4 November will welcome the participants together with institutional representatives, offering the opportunity to interact with decision-makers and exchange ideas on the future of the ecosystem for digital, innovative and social start-ups in the region.

Who can participate?

Essential in this creative problem-solving journey is positive energy, open and curious minds, age between 18 and 25 years, willingness to get hands on social and technological issues, a laptop and a knowledge of

English between B1 and B2 levels. A basic knowledge of mechanics, electronics and electrical engineering, hydraulics, chemistry/physics would be desirable in order to take full advantage of the four laboratories.

The event will offer a space for socialization and a vibrant atmosphere towards the acquisition of news skills, the reinforcement of the sense of community, networking and exchange of ideas.

The participants will be selected through a consultation with organizations dealing with incubation and acceleration programmes, particularly those pertinent to the topics that will be addressed during the Ideathon. Such entities will include the Regional Youth Cooperation Office (RYCO), Mosaik Foundation, the United Nations' Development Programme (UNDP), Impact Hub, the South-East Europe Cooperation Initiative (SECI) and others, together with the OSCE Field Operations in the Western Balkans.

Logistical and organizational modalities

Full board and lodging will be provided to the approx. 80 young participants from the Western Balkans at the Metropol Lake Resort, located on the shores of the Orhid Lake in North Macedonia. Logistical support will be provided to travel from origin places to the Metropol Lake Resort and back. Participants will be requested to sign a presence sheet and those who prove to attend 80% of the workshop will be issued a certificate of attendance.

THE YDEAS REGIONAL IDEATHON
Inspire, Connect, Enable

4-6 November 2022
Venue: Metropol Lake Resort
Settlment Konjsko, Ohrid 6000, North Macedonia

Agenda

Thursday, 3 November 2022

Arrival of participants, registration and formation of the working groups

Friday and Saturday, 4-5 November 2022

Let's brainstorm!!

The 80 participants will team up in groups of 20 (Groups A, B, C and D), formed by the organizers. The groups will rotate to join four laboratories that will run in parallel as described below. Please follow your group throughout the below programme.

GROUP A   GROUP B   GROUP C   GROUP D

Common events

Friday 4 November, h. 12:30 - 14:30   **Welcoming/networking lunch**

During the networking lunch, in an informal atmosphere, institutional representatives will offer their views about the future eco-system for innovative and social start-ups in the region. Young participants are encouraged to take the floor and pose questions, describe challenges, provide feedbacks on their own story as actual or future entrepreneurs.

- **Ms. Maria Raczyńska,** OSCE Special Representative for Youth and Security, 2022 OSCE Polish Chairmanship (tbc)

- **Mr. Festim Halili**, Director, Fund for Innovation and Technology Development, Skopje (tbc)

- **Ms. Aneta Pesheva**, Chairperson, Economic Chamber of Information and Communication Technologies, Skopje

- **Mr. Aleksandar Momiroski**, CEO – Swift Data LLC&Solar Data Collector, COO, Community Business Incubator, former awardee of the YDEAS project

- **Ms. Ardita Bonatti**, Project Coordinator, Regional Youth Cooperation Office (RYCO)

- **Ms. Ardita Zekiri**, Head of Solutions Mapping, UNDP North Macedonia (tbc)

Friday 4 November, h. 20:00 - 21:30	**Networking dinner** - Showing the short film "We the power - The Future of Energy is Community-Owned"
Saturday 5 November, h. 20:00 - 21:30	**Networking dinner** - Presentation of the metaverse-like platform for the community of YDEAS innovators, **Mr. Vlado Damjanovic, Collectivibe**
Sunday 6 November, h. 09:00 - 10:30	Distribution of certificates, greetings and departure

Friday 4 November - **h. 9:30 – 12:30 [1]** GROUP A	**Friday 4 November** - **h. 9:30 – 13:30** GROUP B
Friday 4 November - **h. 14:30 – 18:30[2]** GROUP B	**Friday 4 November** - **h. 14:30 – 18:30** GROUP C
Saturday 5 November - **9:30 – 13:30[3]** GROUP C	**Saturday, 5 November** - **h. 9:30 – 13:30** GROUP D
Saturday 5 November - **h. 14:30 – 18:30[4]** GROUP D	**Saturday, 5 November** - **h. 14:30 – 18:30** GROUP A
Time to shine: You had a brilliant idea, now it's time to sell it. You have to persuade buyers, investors, distributors… and now you panic. If your idea is ground-breaking, but your communication is crummy, welcome to my workshop! **What to bring**: the best version of yourself and the willingness to venture out of your comfort zone	**A smart approach to create a 'Smart Community':** Learn how to take advantage of digital technology to build a positive community ecosystem. Smart local governments and smart residents - what interaction services and at which reasonable cost. Where to start and what to aim for.

[1] *10:15 – 10: 30: Coffee break*

[2] *16:15 – 16:30: Coffee break*

[3] *10:15 – 10: 30: Coffee break*

[4] *16:15 – 16: 30: Coffee break*

The trainer: Mr. Sergio Basso, a talented scriptwriter, an international award-winning theatre and movie director, who created one of the first Italian cross-media platforms. Basso graduated in oriental languages (Chinese and Russian) with a PhD in Byzantine Philology, and at the Experimental cinema/TV centre in Rome.

What to bring: a laptop and basic knowledge of the state and digital opportunities of your city

The trainer: Mr. Volodymyr Kondzolka, Director of Drohobych City Institute, Ukraine

Friday 4 November
- **h. 09:30 – 12:30**

GROUP C

Friday 4 November
- **h. 14:30 – 18:30**

GROUP D

Saturday 5 November
- **h. 09:30 – 13:30**

GROUP A

Saturday, 5 November
- **h. 14:30 – 18:30**

GROUP B

Friday 4 November
- **h. 09:30 – 12:30**

GROUP D

Friday 4 November
- **h. 14:30 – 18:30**

GROUP A

Saturday 5 November
- **h. 09:30 – 13:30**

GROUP B

Saturday, 5 November
- **h. 14:30 – 18:30**

GROUP C

+energy-pollution=Hydrogenio: reducing emissions while improving performances of engines and heating systems seem irreconcilable achievements. How can we address this challenge using a low-cost technology?

What to bring: hands, curiosity, energy, basic knowledge of chemistry/physics or mechanics, electronics or electrical engineering, hydraulics

The trainer: Mr. Claudio Lipodio, inventor and technician, stopped working since he started to do what excites him. Since then, he has been

The power of micro data: while there is increasing attention towards Big Data, Micro Data offer an untapped potential towards improving employment prospects. How can we use data to match job opportunities with the right set of skills?

What to bring: a laptop and curiosity

The trainer: While studying Philosophy, Politics and Economics at the Central European University in Vienna, David is nurturing his passion for data analysis, working for a start-up whose motto is "Opportunity in Adversity". Join the workshop to

nurturing his passion towards his innovative projects with the intention to bring them to wide fruition. He never stops and always tries to grow and learn.

learn how to replicate the innovative APP that was developed to find employment or set up your own business through your mobile phone. Curious to see how?