YouLead

Youth Learning Entrepreneurship through Digital Serious Game

Welcome to the third edition of the YouLead Newsletter! This time, young people took centre stage at our Transnational Training Event in Thessaloniki. In this issue:

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The YouLead Training Event in Thessaloniki

From 13 to 15 July 2026, Thessaloniki hosted the YouLead Transnational Training Event, organised by our Greek partner, the Social Innovation and Cohesion Institute – Fifty-Fifty.

The event brought together 16 young participants from France, Greece, Austria and Ireland, with four representatives from each participating partner organisation.

For three days, they explored entrepreneurship through practical exercises, teamwork, digital educational resources and non-formal learning, all in English and in multicultural teams.



Entrepreneurship is more than starting a business. The training invited young people to see it as a mindset: recognising opportunities, turning ideas into initiatives and responding creatively to challenges.

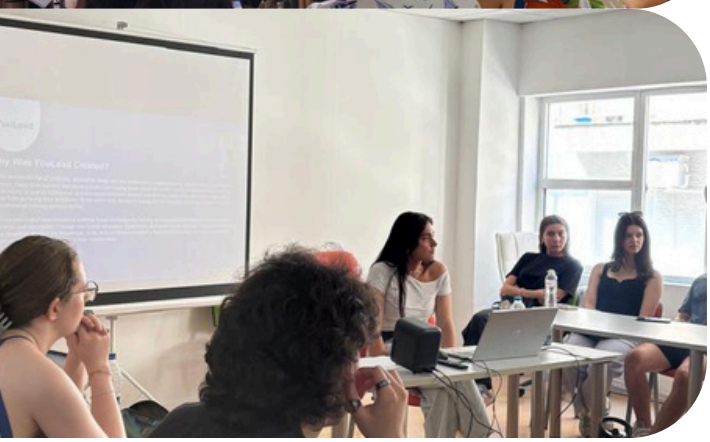
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Three Days, One Learning Journey





Day 1: Entrepreneurship & innovation
Icebreakers, team building and group agreements, then the entrepreneurial mindset, creativity and problem-solving. In "From Ideas to Opportunities", participants generated their own ideas and explored how a concept can grow into a real opportunity.

Day 2: Business models & digital tools
The Business Model Canvas, customer needs and value proposition, hands-on play with the YouLead Digital Serious Game, and social entrepreneurship. Teams developed their own mini-business concepts.

Happening
NOW

Now we move forward with action!

Day 3: Leadership & pitching
Teamwork, leadership and communication, a Pitch Development Workshop on storytelling and public speaking, group pitch presentations with peer feedback, and the certificate ceremony.



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(Junge Menschen lernen Unternehmertum durch ein Serious Game)

Learning with the YouLead Digital Tools

The YouLead digital tools were not just extra materials: they were part of the learning itself. On Day 2, participants explored entrepreneurship through the Digital Serious Game and discussed how game-based learning makes education more engaging.

Digital Serious Game
A business simulation where young people experience the entrepreneurial journey in an interactive way.
Played in the training

Audio Book
Inspiring content and new ideas on youth entrepreneurship, ready to listen to.
Part of the evaluation

Animation Palette
Short animated videos that make key entrepreneurial concepts easy to understand.
Part of the evaluation



Skills in Action

3
days of non-formal, hands-on learning

16
young participants from partner organisations

4
countries: France, Greece, Austria & Ireland

3
YouLead digital tools explored

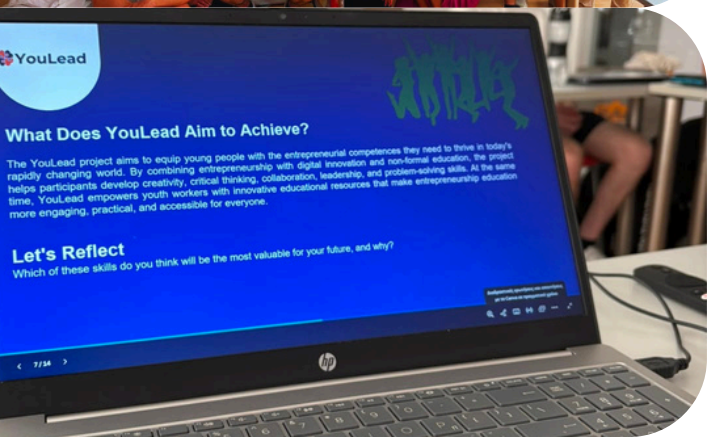
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Das erste Transnationale Partnertreffen in Paris





From idea to pitch. Step by step, participants moved from creativity and entrepreneurial thinking to business models, and finally to presenting their own ideas. The group pitches let them apply everything they had learned, practise public speaking and get feedback from their peers.

Reflecting on growth. At the end of the event, participants completed the YouLead Post-Skill Assessment, reflecting on their creativity, digital skills, teamwork, communication and initiative, and on the usefulness of the YouLead tools.

From Thessaloniki back home, with new ideas!

Participants returned home with their certificates, their mini-business concepts and pitch experience, and with skills they can use in their studies, work and communities. Their feedback will help us keep improving the YouLead tools and activities, so more young people across Europe can learn entrepreneurship by doing.

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