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هذا المشروع تم تمويله من قبل الاتحاد الأوروبي

FOR YOUTH

WE ARE OPENING A CAREER DOOR FOR THE FUTURE!

**SUPPORT
LOCAL**



**BE
GLOCAL**

The Support Local Be Glocal project enables young people to become e-Commerce Experts by supporting them with theoretical, practical trainings and mentorship processes.

40 Young

Will be trained as
e-Commerce experts



10 Young

Will have the opportunity
to become entrepreneurs

This Grant Scheme is funded by the European Union's "Facility for Refugees in Turkey (FRIT)" and implemented by the International Centre for Migration Policy Development (ICMPD) under the "Enhancement of Entrepreneurship Capacities for Sustainable Socio-Economic Integration Project (ENHANCER)" (IPA/2019/411-568).

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FOR SMES AND COOPERATIVES

STARTING E-COMMERCE HAS NEVER BEEN SO EASY!

**SUPPORT
LOCAL**



**BE
GLOCAL**

Support Local Be Glocal Project brings a breath of fresh air to the local business world by collaborating with enterprises that want to grow by using e-Commerce experience. It offers the opportunity for cooperatives and SMEs to start e-Commerce free of charge.

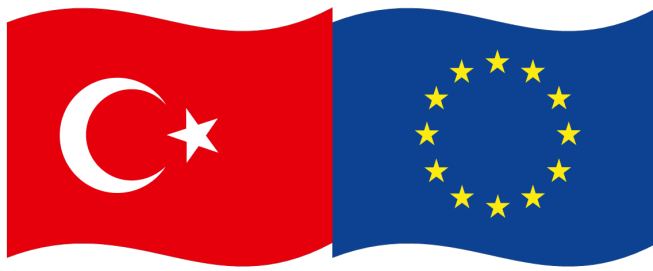


Will receive
e-Commerce training



Will start e-Commerce under the
guidance of Entrepreneur Mentors.

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SUPPORT LOCAL BE GLOCAL Project What awaits young people?

- Opportunity for 40 young people to participate in e-Commerce, photo editing and scaling, product promotion and storytelling, CV preparation and interview trainings.
- Opportunity for 20 young people who complete the training to become e-Commerce experts.
- Opportunity to work one-on-one with SMEs and cooperatives involved in the project, accompanied by Entrepreneur Mentors, and to start these enterprises to work on e-Commerce.
- Opportunity to learn by experience how to analyze e-Commerce, select suitable products for e-Commerce, write a product story, prepare product visuals, and open e-Commerce stores in marketplaces during three months of practical training.
- Entrepreneurial Mentorship support during three months of practical training.
- Opportunity for 10 young people who complete the e-Commerce practical training to become entrepreneurs and 10 enterprises to become partners as e-Commerce Experts.
- Opportunity for 40 young people to participate in CV preparation and interview

If you are studying or living in Istanbul or Izmir, if you are a university student or graduate as a Turkish citizen or a Syrian under temporary protection between the ages of 20-30, this opportunity is for you!



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SUPPORT LOCAL BE GLOCAL Project What awaits SMEs and cooperatives?

- Pre-assessment and needs analysis support for For 20 Enterprises focused on e-Commerce from expert Entrepreneur Mentors.
- Opportunity for 10 Enterprises to work for three months with young e-Commerce experts trained under the project and supported by Entrepreneur Mentors, and to start e-Commerce.
- Opportunity for 10 Enterprises to access entrepreneurial mentorship support to enhance sales and marketing capabilities over seven sessions that will focus on selecting appropriate products for e-commerce, creating product stories and visuals, and launching e-commerce stores on marketplaces.
- Opportunity to employ young e-Commerce experts to ensure sustainability, either by hiring, partnering or working with a supplier agreement.
- If you have an SME or cooperative operating in Istanbul or Izmir, this opportunity is tailor-made for you! Simply participate in the project and get involved in the training and mentorship processes!

Support Local Be Glocal Project brings a breath of fresh air to the local business world by collaborating with enterprises that want to grow by using e-Commerce experience. Our goal is to enable 20 enterprises to run their own online businesses with e-Commerce training!

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Trainings and Workshops

Photo editing training

1 Day

Product promotion and storytelling training

1 Day

e-Commerce training

4 Days



e-Commerce workshop

1 Day

CV preparation and interview workshop

1 Day

Practical training

3 Months

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Practical training:

- ← The e-Commerce Expert candidates who have completed their training will work online or face-to-face with cooperatives and SMEs for 3 months, where they will conduct practical training accompanied by Entrepreneur Mentors.
- ← Young people and enterprises will participate together in mentorship processes.
- ← e-Commerce expert candidates are obliged to carry out the activities determined in the mentorship process in contact with the companies (face-to-face and / or online).
- ← They will receive regular counselling support from the process manager regarding these activities and will hold an online meeting every week about the sharing and evaluation of the work done.
- ← A total of 80 sessions of mentorship services will be provided to 20 enterprises during the mentorship process.
- ← During the Entrepreneur Mentorship process, 20 enterprises will benefit from a preliminary assessment and needs analysis for e-Commerce. Also 10 enterprises will benefit from 7 sessions of mentorship services.

Mentorship process:

Sessions will be held with the participation of Entrepreneur Mentor, entrepreneur company official, e-Commerce Expert candidate team and Process Manager.

- ← Session 1: Preliminary assessment and entrepreneurship needs analysis.
- ← Session 2: Determining the products and price policy for sales through e-Commerce.
- ← Session 3: Selection of e-Commerce channels.
- ← Session 4: Preparation of products for sale, process evaluation and interpretation.
- ← Session 5: Sales and process evaluation, improvement possibilities
- ← Session 6: Process and employment evaluation
- ← Session 7: Overall evaluation



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Activity Calendar

December 2023 - November 2024

December 2023

- Project kick-off meeting

February 2024

- Photo editing training (1 Day)
- Product promotion and storytelling training (1)
- e-Commerce training (4 Days)
- e-Commerce workshop (1 Day)

March 2024

- Formation of teams

April - May - June - July 2024

- Practical training
- Mentorship activities
- Monthly evaluation meetings

August - September 2024

- CV Preparation and interview workshop (2 days)
- E-Commerce Expert Candidates evaluation meeting

November 2024

- Project closing meeting