

Turning Job Seekers into Job Creators

— Case Study

TVT Innovation, a development agency in The Var, France, was seeking a solution that could stimulate entrepreneurial and innovation mindsets among young job seekers in the region that were struggling to find employment. Through the European Commission's platform "Social Challenges EU" Bridge for Billions answered TVT's posting for solutions to their challenge.

 Multi-Sector

 2018

 France

 Type: Impact

Turning Job Seekers into Job Creators



Challenge

How can we spur entrepreneurship in youth from the Toulon region?

In 2018, TVT Innovation asked all ecosystem actors in Europe, “How can we build the proper stimulus package to initiate, facilitate, and foster entrepreneurial and innovation mindsets among young people and job seekers from urban and rural areas?” With unemployment rates around 11% in Toulon and The Var, the regional development agency was eager to find a solution to foster innovation and business creation among at-risk populations: young people and long-term job seekers.

The individuals that the city of Toulon wanted to reach often live in isolated areas and don't have access to job opportunities or the resources needed to create a business. TVT had a history of implementing successful programs, but their reach was limited to the people living close to Toulon. TVT saw that the target groups for the challenge were only lacking the skills, or sometimes only the self-determination, to make their own job opportunities.

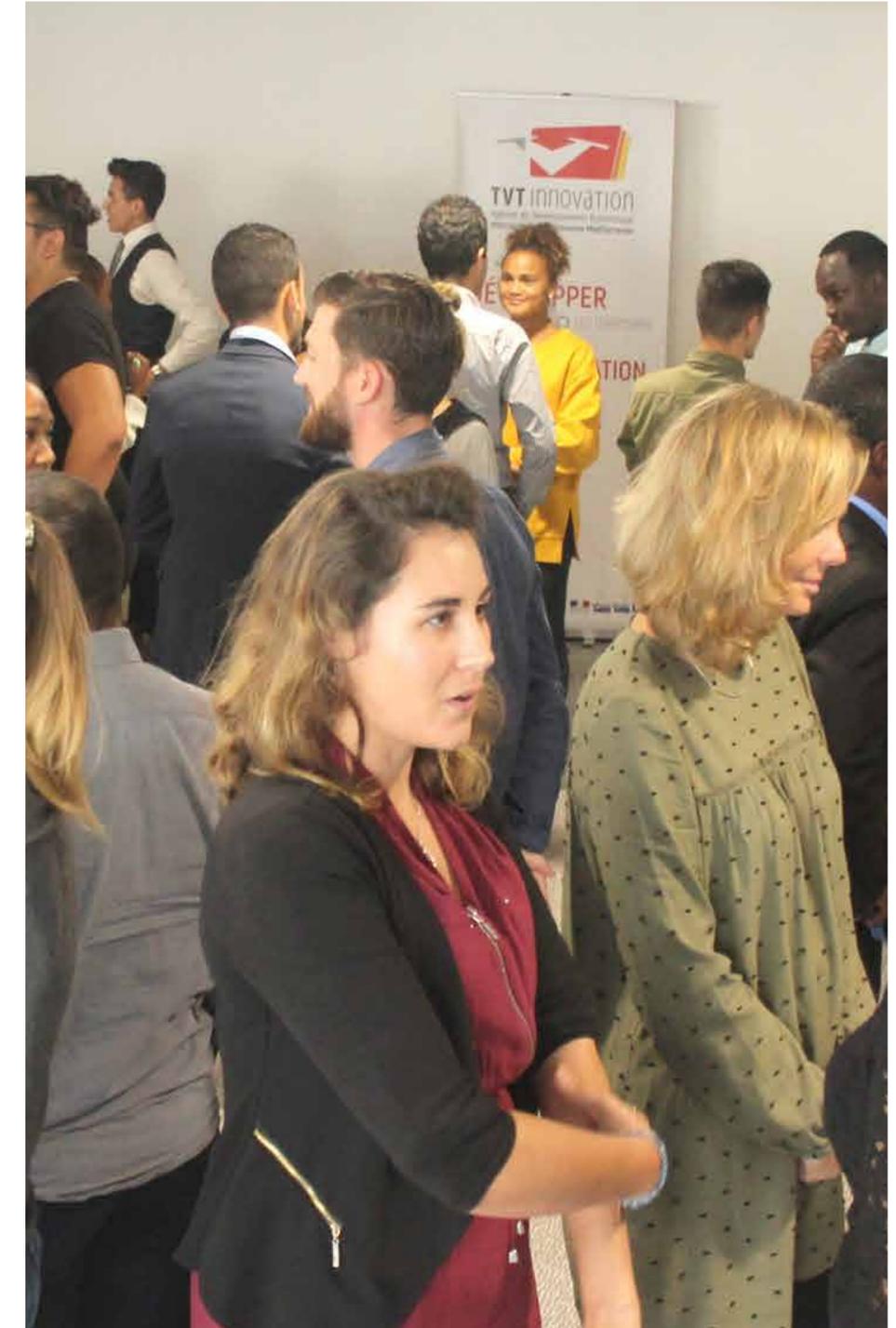
Solution

Tackling youth unemployment with entrepreneurship training

Bridge for Billions offered TVT Innovation a multi-step solution to their challenge, using the power of technology and our experience developing online entrepreneurship methodologies:

- A free online self-assessment tool that helped test-takers identify their strengths as potential entrepreneurs, and offered them mini-challenges to develop soft skills. <https://skillon.bridgeforbillions.org/en>
- A 1-day Flash Hackathon with participation from over 80 young people from the Toulon region, facilitated by TVT Innovation and Bridge for Billions.
- 3-months of online incubation with Bridge for Billions as a prize to the 15 winning teams of the FlashHackathon event in Toulon.

We were selected from amongst 9 solution providers that bid on the project. Our experience using digital platforms to develop entrepreneurship training opportunities in remote regions and underprivileged communities like in the rural areas of Toulon made us the perfect fit.



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Result

Of over 80 participants who attended the hackathon day, 60 young people working on 15 projects were selected to validate their idea via a private incubation platform we created for this project. To date, 440 hopeful entrepreneurs have taken our Skillon online self-assessment test and discovered the natural skills that they can now tap into and learn how to channel these toward creating a business.

Through this project we fostered a strong relationship with our partners from TVT Innovation and the Toulon ecosystem and also received great feedback from all the young people that were involved.



60

Entrepreneurs worked in teams



18

Mentors worked with the teams



15

Projects incubated



440

Online soft skill assessments completed



About the Clients

Social Challenges EU Innovation Platform connects social entrepreneurs with social challenge projects throughout Europe. It was through this initiative that Bridge for Billions was awarded a project with TVT (Toulon Var Technologies) along with a grant of €30,000 to execute it.

TVT, a non-profit organization created in 1988 by public and private stakeholders, is dedicated to fostering innovation and economic development in Toulon and the Var, France (Provence Alpes Côte d'Azur region).



Do you want to build a bridge with us?

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