

# NEWSLETTER 1

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## Kick-Off Meeting!

Nowadays adult young people use the internet almost in every minute of their life, in every activity they are engaged and have the ability to communicate with others and connect with their peers and whoever share similar interests and views with them. Social media apps like YouTube, Instagram, Twitter, Snapchat and Facebook, which provide access to a global audience, have enabled many young people to develop careers as Internet entrepreneurs. The Internet entrepreneurship that Web 2.0 and its user created content promised has now arrived and is flexing its business muscle. In this most recent Internet phenomenon the 'product' is often the person or persona themselves. Vlogging, Blogging and Youtubing about daily activities or interests has become a professional activity for many young people. These new entrepreneurs are in fact the epitome of entrepreneurship taking the 'mundane', the 'ordinary' and the 'everyday' and turning them into lucrative fields of business endeavor. One of the main attractions of these new on-line businesses is the accessibility of the required social media platforms and the relatively small cost in setting up a business as the main investment necessary is an investment of time and energy. To ensure that young people can harness the full potential of this latest Internet entrepreneurship trend there is a need for bespoke next generation on-line entrepreneurship training. This is the gap in the current youth development service pantheon that the "DEFAULT" project addresses.

The "DEFAULT" project initiated its plan of action with a Kick-Off Meeting. On the 22nd of November of 2021, the Kick-Off Meeting of the "DEFAULT" project took place in Thessaloniki, Greece. In the meeting, representatives of the partner organizations were involved, from Liechtenstein, Greece, Italy, Turkey, Cyprus, Norway, The UK and Poland. During this meeting, partners had the chance to discuss further on the project, on their next steps and to organize the plan of action. They followed the agenda, based on the Covid-19 safety instructions, given the circumstances. The Kick-Off Meeting was focused on the Project Management & Implementation Strategy, on the next steps, tasks and responsibilities of each partner, on the Dissemination Activities and the Multiplier Events and the Financial Management. More importantly, it was the best initiation for the project, as it was a chance for reflection and actual involvement and implementation!