



#3 Newsletter

October 2015



JOIN INSPIREYOWUP AT EBN CONGRESS



Inspire Yowup project will be presented at the 2015 Annual Conference of the European Business Network to be held next 28-30 of October in Brussels (Belgium).

Being the theme of this year's congress "New frontiers for innovative entrepreneurs", it is understood that the frontiers of this century exist at the forefront of technological innovation, creative innovation, social innovation, environmental innovation, financial innovation, open innovation, business model innovation, and internationalisation. Today's economic challenges are allowing, or forcing, entrepreneurs to exploit their creative skills at this new frontiers. For Europe, and indeed many parts of the world, the economic crisis of the past few years has been devastating, affecting especially those collectives such young people or women who were in a weaker position already. Therefore, a key activity of Inspire Yowup project is disseminating the findings and results produced all along the implementation phase of the project, for those collectives are the target group of the project and all the outcomes are aiming at them.

A booth will be set up in the exhibition area of the conference for communication purposes and the partners of the project will be there the three days of the conference in order to provide the more than 400 hundred expected delegates from most countries of the EU and others from America, Asia and Africa, with the information of the project, its activities and outcomes.

For more information on the conference, please visit www.ebncongress.com

INSPIREYOWUP FINAL CONFERENCE ROCKS!

INSPIREYOWUP Final Conference organized by CEEI Burgos took place last 24th September and gathered more than 150 participants in Teatro de Burgos including leading representatives of Castilla y León region, Burgos City Council, employment organizations, business development communities as well as young people that have been involved in the piloting and many interested in future testing and, last but not least, representatives of the project partners.

The conference attracted the most inspirational Spanish keynote speaker Salva López, Professor in Marketing and Market Research at EADA Business School, Barcelona who provided a transformational experience to the audience with his Business Rockvolution and lessons to learn from the world of music for increasing the efficiency of businesses. [Read more](#)



https://www.youtube.com/watch?v=dP_d5_uQ5KY