

FINAL EVALUATION REPORT

Association Our World – Varna

www.ourworldcenter.com
Varna, Bulgaria

Evaluation of Project Implementation – “SUSTAINABLE BUSINESS MATTERS: from scratch to pitch (SCRATCH-PRO)”

Agreement No: 2024-1-CY01-KA153-YOU-000214340

On behalf of Association Our World – Varna, we hereby submit our formal evaluation of the Erasmus+ project SCRATCH-PRO, hosted and coordinated by Active Cypriot Programs and European Learning Into Acceptance (ACPELIA). The project took place from August 1st, 2024, to July 31st, 2025, with its main activity – a residential training course – held in Pissouri, Cyprus, from May 17th to 25th, 2025.

1. Project Overview and Relevance

The SCRATCH-PRO project has proven to be highly relevant and timely, addressing the pressing need to empower youth workers with skills and tools for promoting sustainable entrepreneurship. The training course gathered 36 youth workers from nine partner organisations across Europe, with the goal of enhancing their competencies in sustainability-focused business education, using non-formal educational methods.

2. Involvement and Preparation of Our Participants

Our organisation selected and prepared four youth workers from Bulgaria to take part in the training:

- **Harieta Savova**
- **Vesselin Arnaudov**
- **Kristian Kostov**
- **Radostina Hristova**

These participants come from rural and non-central areas of North-east Bulgaria (Novi Pazar, Kaspichan, Beloslav and Varna) and underprivileged backgrounds, facing limited access to international mobility. All of the selected participants work also directly with youth from ethnic minorities within the disadvantages communities. Some of them had never participated in non-formal education opportunities and project. Therefore, we organised special preparatory activities with them in advance of the training to ensure they could fully benefit from the experience. We had English preparatory lessons and educational introduction for

international communication and project participation. The preparation training included as well orientation sessions on sustainable development goals (SDGs), introduction to social entrepreneurship concepts, confidence-building workshops, and familiarisation with intercultural learning and Erasmus+ values.

The engagement and progress of our participants throughout the training were remarkable. They were able to fully integrate with the international group and contributed actively to all sessions and group work.

3. Evaluation of the Hosting Organisation and Program Implementation

The hosting organisation, **ACPELIA**, delivered the project with high professionalism, dedication, and logistical excellence. The training was held at Hylatio Tourist Village in Pissouri, a location well-suited for immersive learning and intercultural interaction. ACPELIA ensured a welcoming, inclusive, and well-structured environment, paying close attention to participants' needs.

The program content was well designed and delivered by skilled facilitators – Katerina Koullina, Boghos Avetikian, and Erma Georgiou – who guided the group through an intensive yet engaging curriculum focused on:

- Sustainable Development Goals (SDGs)
- Critical and entrepreneurial thinking
- Tools for sustainable business idea development
- Corporate social responsibility
- European funding and support structures for social enterprises

The non-formal education methods applied included simulations, role-play, collaborative workshops, field tasks, and reflection exercises, all of which contributed significantly to participants' learning outcomes.

4. Cultural and Networking Aspects

The training also offered multiple opportunities for intercultural exchange, such as the intercultural evenings, the NGO market, and community-based activities in Pissouri. These moments played a key role in building strong European networks and fostering mutual understanding between participants from diverse backgrounds. Our participants really enjoy the networking aspects of the projects as they manage to communicate with other countries' representatives.

5. Outcomes and Impact

Thanks to their participation in SCRATCH-PRO, our youth workers gained:

- Deepened understanding of sustainability and entrepreneurship
- Practical tools to support youth in developing business ideas with social and environmental impact
- Increased confidence and communication skills
- Expanded professional networks across Europe
- A certified Youthpass, documenting the development of key competences

Moreover, the experience helped build their motivation to become local multipliers of sustainable values in their rural communities.

6. Conclusion

We consider the implementation of the SCRATCH-PRO project to be successful for the participants, but nevertheless very demanding and challenging in terms of preparation and local coordination on behalf of our organization. As the participants were newcomers in projects and international participation, as an organization we had to thoroughly support their preparation and follow up activities.

The objectives were fully met, the content was relevant and effectively delivered, and the experience had a lasting positive impact on both the individual participants. We extend our sincere gratitude to **ACPELIA** for their commitment to quality and inclusion.

Sincerely,

Iva Paneva

**International Project Manager
Association Our World**

18.07.2025

Varna, Bulgaria

