

REBS

P R O J E C T

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EUROPEAN UNION
European Regional Development Fund



Why RIBS?

- Young Baltic Narratives (Yo BaNa!) 2010-2012
 - Central Baltic
 - Aimed at improving film making and film screening possibilities for children and young people during their spare time and in schools
- Good partnership, good ideas for a new project
- Long planning period
- Financing?
- Focus changed from film making to entrepreneurship and creativity

RIBS in a nutshell

- Rolling Images in Business Startups – RIBS
- Challenges in rural areas:
 - Young people move away in order to find work and education
 - Traditional jobs today become more and more scarce in rural areas
- Young entrepreneurship, media literacy and creativity
 - Inspire young people to create work opportunities by themselves, in the creative businesses
- 1.9.2015 – 30.11.2018
- Total budget 1,8 million €

RIBS partnership

- City of Pargas (FI), Lead partner
- Skärgårdsungdomarnas intresseorganisation SKUNK (ÅL)
- Film Stockholm (SE)
- Film on Gotland (SE)
- Kinobuss (EE)
- City of Kuressaare (EE)
- Saaremaa Development Centre (EE)

RIBS activities

- Local entrepreneurship courses and workshops
- Cooperation with local companies
- International exchanges
 - Larger international workshops for youth
 - Small-scale exchanges for both youth and teachers/leaders
- Joint student companies







Kõrvalva Rammat

TRENDY BAGS
& ACCESSORIES

RIIBPRO

RIIBPRO









Results and outputs

- 20 joint student companies
- Increased entrepreneurship knowledge
- Participation in international exchanges
- Target groups:
 - 850 youth, age 12-18 – at the moment we have reached over 1 000 youth
 - 25 schools, youth centers and other youth organizations – at the moment we have worked with over 30 schools and organizations

Challenges and positive side effects

- What is a joint student company?
 - Business simulation, but difficult to explain to youth
- How do we get young people involved in RIBS activities?
- Different ways of working with youth in the partnership

- Dedicated, creative and international youth
- Working with refugees
- RIBS has made partners' work visible

Would we do anything differently if we started to prepare a Central Baltic project now?



Our message for the next programming period (2021 – 2027)

- Keep the objective More entrepreneurial youth!
 - Not limited to youth under 18 years old
 - More emphasis on innovative products/services and creativity
- Infrastructure investments in rural areas, for example bicycle routes

OUTSIDE THE BOX

RUBS
PROJECT



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