



Welcome to SHIFT

We are excited to introduce **SHIFT**, an Erasmus+ KA210-YOU project uniting partners from **Slovenia, Lithuania and Portugal** to support young freelancers, sole proprietors and underrepresented youth in their transition from independent work to sustainable startups.

Across Europe, many young people begin their professional journey through freelance or self-employed work. While this path offers flexibility and independence, it can also bring challenges: limited access to business knowledge, difficulties in scaling services, lack of mentoring, and uncertainty about how to turn individual work into a long-term, sustainable business.

SHIFT responds to this need with **practical tools, training opportunities** and **international cooperation activities** that strengthen youth entrepreneurship, inclusion and innovation.

» » THE BIG PICTURE

Project Aim

The main aim of SHIFT is to **empower sole proprietors** — especially young people, migrants and underrepresented groups — by helping them transition from self-employment and freelance work to **sustainable startups and future job creation**. The project develops **entrepreneurial, business and digital innovation skills**, enabling participants to strengthen their ideas, improve their business models and grow with greater confidence.

» » WHAT WE WORK TOWARDS

SHIFT aims to:

- » equip young freelancers with the **knowledge and tools** needed to move from self-employment to startup creation;
- » support participants in developing **stronger business models**, productized services and growth strategies;
- » improve **financial literacy**, digital innovation skills and understanding of lean startup methodology;
- » train **youth workers and support professionals** to provide effective guidance and mentoring to young entrepreneurs;
- » create opportunities for **international exchange**, peer learning and cooperation between partner countries;
- » support young people from diverse backgrounds to become **job creators and drivers of innovation**.

Expected Outputs

OUTPUT 01

TS2 Toolkit

A modular learning resource guiding freelancers and sole proprietors through the transition from solo work to startup development.

OUTPUT 02

Learning Tool

Open-access learning resources, networking opportunities and support materials for young entrepreneurs and the organisations working with them.

OUTPUT 03

SHIFT Bootcamps

Hands-on bootcamps in each partner country: building startup ideas, testing business models and learning from peers, mentors and international partners.

The toolkit will cover topics such as:

Business modelling

Productization of services & ideas

Lean startup methodology

Financial literacy

Digital innovation

Growth strategies

Startup development planning

» » WHO IT'S FOR

Target Group

- » young freelancers and sole proprietors;
- » young people interested in turning self-employment into a startup;
- » young people not in employment, education or training;
- » emerging entrepreneurs with startup potential;
- » youth workers, trainers, mentors and support professionals;
- » organisations working in youth entrepreneurship, inclusion and innovation.

» » WHY GET INVOLVED

As part of SHIFT, you can:

- » follow project news, events, Open Calls and training opportunities;
- » access practical resources for freelance and startup development;
- » learn more about business growth, innovation and entrepreneurship;
- » connect with young entrepreneurs, youth workers and support organisations;
- » participate in local and international project activities;
- » contribute to a more inclusive entrepreneurship ecosystem.

Join the SHIFT Community

We warmly invite **young people, freelancers, youth organisations, mentors, trainers, educators and community organisations** to join us — because freelance work can become a starting point for sustainable businesses and positive change in local communities.

f Join our Facebook group

@ @shift_eu on Instagram

facebook.com/groups/1417454719769798 · instagram.com/shift_eu

Together, we can support young freelancers and underrepresented youth in taking the next step — from solo work to sustainable startups.

Let's » » SHIFT ideas into growth.

PROJECT PARTNERS



EMC International · Slovenia



Aktyvių žmonių asociacija „Aktyvistai“ · Lithuania



EduMansha Associação · Portugal



Co-funded by
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Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.