



#EYA

YFI
Kosovo

Youth for Innovation

Prishtina Hackerspace
Oct 11-12, 2019

YFI Kosovo 2019

Final Report

Digital Solutions with Impact on Society

October 11-12, 2019
Prishtina Hackerspace, Kosovo

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I. VISIBILITY FOR PARTNERS

Visibility of partners within the YFI Kosovo Event:

a. WEBSITE & SOCIAL MEDIA

Visibility of the partners with logo on all subpages related to the YFI Kosovo and Slider

<https://eu-youthaward.org/yfi-kosovo-2019/>

as well as on all posts dedicated to the YFI Kosovo on EYA's social media channels and Facebook event page.



b. POSTERS, FLYERS AND INVITATIONS

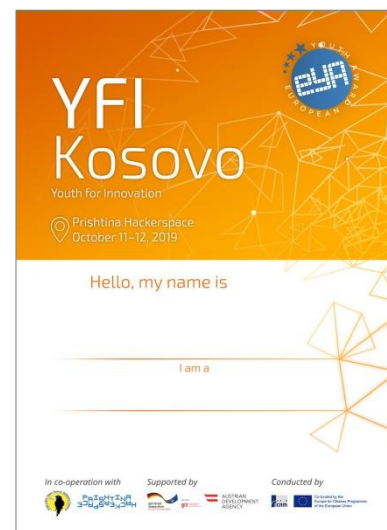
Placement of partners' logos on all posters, flyers and info materials displayed at the Prishtina Hackerspace as well as on all invitations sent out by mail.

c. BADGES

Placement of partners' logos on badges distributed to all participants.

d. ROLL-UPS

Placement of partners' logos on two roll-ups produced for the event.



e. INFORMATION MATERIALS & SLIDES

Placement of partners' logos on all information materials sent to the jury members as well as on all slides displayed during the event.

f. PRESS RELEASES

Placement of partners' logos on the Press Release dedicated to the YFI Kosovo and sent out to EYA's network and media partners and media contacts (approx. 40 network partners, 30 media partners, over 1000 contacts).

g. YFI GET-TOGETHER

Invitation to address Words of Welcome to the audience at the YFI Get Together Reception on October 11.



II. GENERAL INFORMATION

a. ABOUT EYA

The **EYA** (European Youth Award) annually selects the best digital projects with social impact from all over Europe and MENA (59 countries). The winning projects prove that digital technologies can be powerful tools to tackle societal challenges and improve people's lives. They serve as inspiration and show future trends.

b. YFI KOSOVO

In 2019, for the first time, EYA organized a special Kosovar edition of its "Youth for Innovation" initiative. The event aimed at youth from Kosovo – to teach them about the key success factors of digital projects with impact on society regarding tech, design, communication and (social) entrepreneurship.

The YFI Kosovo offered workshops on these topics, followed by the hands-on application of the freshly acquired knowledge, together in teams of 3-5 along with 12 EYA expert coaches.

Participants learned from the ten creative EYA Winning Projects of 2019 by analysing them and developed own ideas for digital solutions with impact in Kosovo.

The event was organised in kind co-operation with and supported by:



III. PROJECT GOALS

The main goal was to enable the Kosovar youth to get first-hand experience in business consulting combined with work on purpose driven entrepreneurship projects and get inspiration to start their own locally relevant digital projects.

Benefits for local youth, students, start-ups and entrepreneurs:

- gaining powerful insight into Europe's purpose driven entrepreneurship & start-ups scene and learn more about latest trends in innovative content solutions from all over Europe and the MENA region;
- getting inspiration for own projects in Kosovo;
- working on real projects and business cases;
- chance to apply practically gained knowledge from university and school classes;
- gaining real-life work experience, analysis and consulting experience;
- expanding their international network by meeting international coaches and getting in contact with the winning teams.

Achieved results:

Out of over 100 applications, 40 participants from different regions in Kosovo (young people, students, entrepreneurs,...) were selected and attended the event. They got deep insights into the ten **EYA Winning Projects of 2019**:

- | | |
|---------------------------------|-------------------------------|
| • LiGENCE, Lithuania | • mCommunity, North Macedonia |
| • imagiLabs, Sweden | • Socialbnb, Germany |
| • Eye Build It Creator, Germany | • Aivy, Germany |
| • Path Out, Austria | • FreeHour, Malta |
| • Forest and Climate, Serbia | • Eyelight, Israel |

They attended one of the following workshops to gain knowledge:

- **How to: Analyze Target Groups** by Lea M. Hansjürgen
- **How To: Design Great Products** by Wolf Becvar
- **Understanding, Structuring and Fulfilling Projects** by Chris Bauer
- **What makes a good brand?** by Julianna Faludi

"My workshop on branding as a kick-off for the student groups before developing their ideas, has turned into an inspiring discussion, where participants were not only engaged in learning about how to make their future ventures to stand out from the crowd, but also interested in how brand management strategy can build and maintain brand equity in the long run with a focus on the digital context. Participants expressed their need for a longer set of workshops on the topic. The workshop also provided a practical toolkit for screening best practice projects. It was a valuable experience to witness how young talents have taken bits of knowledge and ran with it working on new creative ideas." –

Julianna Faludi, Corvinus University Budapest, Hungary



In groups of 3-5 people they analysed the winning projects and developed 7 concepts for own projects in Kosovo with the support of 12 international and local coaches.

Benefits for local organizations:

- chance to provide a great, international opportunity for youth in their network.

Achieved results:

The events was promoted in various networks – Hackerspace, Kosovo Innovations Lab, Youth Council, Club Alpbach Kosovo, ICK, University of Prishtina, Venture Up, American School of Kosovo, GIZ, ADA, UNICEF, OSCE, Finnish and British Embassy,... leading to over 100 applications for the event.

"We were very happy to host such an interesting event as Youth for Innovation, a two-day full of activities, with so many energetic youngsters thirsty for knowledge and network, with fully support from local and international mentors. We believe that events like this provides great opportunities for youth in their network."

– **Valmir Mustafa, Prishtina Hackerspace, Kosovo**

Benefits for international and local experts (coaches & jurors):

- getting in contact with motivated Kosovar youth;
- B2B networking.

Achieved results:



"Working with the young Kosovan entrepreneurs was a mutual exchange of experiences. I hope that we have inspired them to tackle the social and environmental challenges the young nation faces. I definitely returned home richer in experiences, with new friendships and hopes for a united Europe."

Wolf Becvar, UX Design, Austria

"Supporting and learning with the young people from Kosovo was a great opportunity to understand the local needs and the ambition of the young people towards achieving more. I think new media can bring a huge potential to the local community in Kosovo."

Gabriel Brezoiu, General Manager at GEYC, Romania



The YFI-event in Pristina, Kosovo, made me discover a vibrant young city with very passionate change makers. I could feel their passion and eager to apply their talents for a greater reason! The event offered to me not only the contact to young change makers, it also brought together inspiring entrepreneurs from Kosovo and all over Europe. I for myself can tell, that these contacts have been impactful for my entrepreneurial activities already. Thanks EYA for the opportunity to contribute.

Lea M. Hansjürgen, Moderator, Consultant, Researcher, Germany



For more than a decade I'm involved in many youth coaching and mentoring startups. To be honest, I have never seen so "hungry to learn" youth in any country. As a businessman I will for sure invite some of them to work in Cyprus. Really blessed to have been part of this. Always in such events you always meet interesting people and for sure that was the case in Kosovo.

George Malekkos, Powersoft, Cyprus



"Youth for Innovation Kosovo was a fantastic experience filled with talented young Kosovars. I have been in Kosovo for many times now and I just keep on wondering the motivation and eagerness in the way the youth there are willing to take actively part in and learn all the things that are thought for them. Youth in there can really see the importance of social projects to improve their future. I was honoured to be part of this event."

Pihla Rostedt, Rostedt & Co, Finland



„I was impressed by the level of engagement of Kosovan youth when it comes to IT industry. Some great ideas are in the making here that could develop into world-famous unicorns. I am happy to have shared my knowledge with them."

Vladimir Marić, International Business Development Manager at Mozaik, BiH



"Working with the young people of Kosovo is wonderful: They are smart, motivated and want to improve. Wonderful working. I personally was happy to see that Austria, a country not so active in terms of foreign policy and foreign business, is so engaged in Kosovo and that this interest is on a mutual base, hopefully leading to a joint success."

Chris Bauer, Bauer & Associates, Austria



"The program was great for getting in contact with the Kosovar youth. It was intense two days with good change to interact with the students. The B2B network was perfect. I have made several new contacts, from abroad and local. The social gatherings and the tour of the city could not have been better."

Mads Fugl, Coworking Plus, Denmark



"For me as jury it was a good experience. It was interesting to see such creative ideas that can turn to a real project. Each of us almost choose an idea, and that was also interesting to see that each presentation had something professional and personal connected to us. "

Florije Manaj Zogaj, Founder of Manaj & Associates. Kosovo



"It was my pleasure being part of the opening event and meeting you all. Also being part of the jury was very interesting, I was impressed with futuristic ideas presented by young people. I wish you all the very best in your future endeavors to promoting youth employment and innovation! "

Vjosa Mullatahiri, Advisor on Youth Employment Promotion & Active Labour Market Measures, Kosovo



"I felt honored to be part of this year's Jury of EYA in Kosovo. I attended the workshops and had some small talk with the group. I think their ideas were brilliant and it was a great opportunity for them to exchange their views in this way. Indeed, all the proposals were very good but we have tried to choose the best one. This is a great way to motivate young people in entrepreneurship and innovation and to increase capacity building in Kosovo. Looking forward for the next year's event!"

Remzie Shahini-Hoxhaj, Assistant Professor at University of Prishtina, Kosovo

IV. YFI COACHES

The teams were guided by the following international and local coaches:

- **Bardha Ahmeti**, Freelancer, Kosovo
- **Christian Bauer**, Bauer & Associates, Bureau André Heller GmbH, Austria
- **Wolf Becvar**, HotGloo, Austria
- **Diora Binxhiu**, HALLAKATE, Kosovo
- **Gabriel Brezoiu**, GEYC – Group of the European Youth for Change, Romania
- **George Malekkos**, Powersoft, Cyprus
- **Lea M. Hansjürgen**, Moderator, Consultant, Researcher, Germany
- **Julianna Faludi**, Corvinus University of Budapest, Hungary
- **Mads Fugl**, Coworking Plus, Denmark
- **Vladimir Maric**, Mozaik, BiH
- **Pihla Rostedt**, Rostedt & Co, Finland
- **Jehona Ademaj Sejdiu**, Embassy of Finland in Kosovo, Kosovo

V. YFI JURY

The development of the concepts/prototypes were evaluated by the eight-headed expert jury selecting an YFI Kosovo Winner on the basis of the teams' presentations.

- **George Malekkos**, Powersoft, Cyprus
- **Vjosa Mullatahiri**, German Development Cooperation (GIZ), Kosovo
- **Majlinda Ruhani**, VentureUp, Kosovo
- **Aferdita Pustina**, OSCE Mission in Kosovo, Kosovo
- **Florije Manaj Zogaj**, Manaj & Associates, Kosovo
- **Jehona Ademaj Sejdiu**, Embassy of Finland in Kosovo, Kosovo
- **Valmir Xhemajli**, NGO Lens, Kosovo
- **Dian Fishekqi**, Flossk, Kosovo

The winning team was awarded with a 6-months membership at Hackerspace Prishtina for every team member.



VI. DEVELOPED IDEAS

The teams had **only very limited time** (Friday afternoon, Saturday morning; in total around 5 hours) to develop own ideas and work on their presentations. Nevertheless, they came up with 7 great ideas and very well-prepared pitches.

Winning project and team



Project Name: intoKOSOVO

Producers: Erza Lalinovci, Veronë Kadriu, Eda Mushe, Trierka Kastrati, Tringa Arifi

IntoKOSOVO is a mobile application which connects travelers with tour guides from all around Kosovo in order to get better experience while they stay in this country. The tourism in Kosovo is growing exponentially every year, more and more tourists increasingly are looking for people who can show them around. A lot of the travelers have difficulties in getting access to tour guides and a lot of students and graduates in history and tourism field are having trouble getting a job.

The IntoKOSOVO app introduces the travelers to people who can guide them through the city and provide them the needed information about the city. The idea is this platform to be used by tourists who travel in Kosovo and students and graduates who have a background or enough knowledge about the city, the history of the city and trending places.

This app will not only make the experience of every tourist better and hopefully increase the tourism of Kosovo, but also it will help the students get with experience that is not provided in the university, it will help graduates that are unemployed to start with their career which all together will contribute to decrease the unemployment rate in Kosovo.



Other developed ideas and concepts

Project Name: Brain Sound

Producers: Fjolla Haziraj, Kaltrina Bulliqi, Salih Salihu

A hologram device that visualizes the brain in 3D and highlights the EEG waves in hologram. The software will use Artificial Intelligence (Predictive Analytics, Deep Learning and Neural Networking) and Data Analytics.



Project Name: CIS-app

Producers: Ardita Berisha, Liridon Iberhysaj, Nera Hashani

We are solving the lack of information for students to find best instructors for online learning by connecting students and instructors through CIS-app.



Project Name: Embrace Life

Producers: Drenusha Salihu, Ariston Lipa, Fatbardh Kabashi

Embrace Light is a real time monitoring system that can be added to actual Traffic Lights systems or be upgraded in a completely another new conceptual design. According to the World Health Organization, road traffic injuries caused an estimated 1.35 million deaths worldwide in the year 2016. That means, one person was killed every 25 seconds.

Our objectives are to decrease the traffic deaths by foreseeing dangerous situations and acting accordingly to prevent the situations, to ease traffic and to reduce the gas emissions released by cars waiting. Based in the real time monitoring system the lights will turn red for the less engaged roads, making the traffic smoother in the most engaged parts of the cities.

Project Name: L€arn

Producers: Meriton Hoti, Artan Xhemaili, Aurora Bytyqi, Rea Kasumi

Our platform will integrate three things:

1. Learning online and getting certificates
2. CV-s are automatically written based on the courses and internships you have taken
3. Freelance projects with upwork and fiver so that young people can find employment not only here but also abroad.
4. AI algorithm that provides personalized potentials assessment and makes course choices.

Students can create an account and register what they want to work. They will get a list of job openings and trainings that are available online. They will learn on our platform, create the digital CV, and employers always have an overview of a specific skill: a leaderboard of who is the best for a certain position. For example Software development in Java: Leaderboard of all courses related to Java that people have taken, with certificates.

This way, people learn from their own initiative, have the light at the end of the tunnel that they can get employment with courses online locally, or if they want to, they can get work from freelance portals.





Project Name: moBug – Moms Debugging

Producers: Donijetë Zylfijaj, Erona Ibrahim, Erza Leka, Orika Musliu

moBug is a coding learning app for unemployed mothers with the purpose of increasing the percentage of women in the tech industry.

This app will contain coding lessons appropriate for women to help them find themselves more easily attached to coding. The main point of his project is to help moms to create games and other kind of activities for their children and in the meantime to get some skills in coding.

Project Name: StudentHandy

Producers: Loreta Shala, Qëndresa Bekaj, Lavdim Ajazi, Mujë Xhekaj

Our target group is **students**. We have the idea to develop an application for students studying in different fields. According to the achievements and learning from workshops our persona (fictional representation of our target group) leads us to specific points.

Our application will give students the opportunity to see scholarships, job opportunities, residential opportunities, tell problems, irregularities, innovative ideas, charity sector, entertainment etc.



Project Name: TREE+

Producers: Rinor Sefa, Qëndresa Kastrati, Lumi Kryeziu, Dafina Shala

TREE+ is an app that uses an algorithm to identify areas suitable for tree planting using GSM-s such as satellites, drones. The app takes into account air pollution zones, habitation statistics and soil identification to identify the best tree types that can grow in the specified location.



VII. EVENT PROGRAM

Friday, October 11, 2019

Hackerspace, Ganimete Terbeshi, No. 2, Prishtinë 10000

Morning Session

10.00–10.30 | Welcome Words & YFI Info

10.30–11.00 | Get to know each other – Networking Games

11.00–11.30 | Enjoy a cup of coffee with new friends & fans!

11.30–12.15 | EYA Winners 2019

Short presentation of the 10 EYA Winning Projects – choose your favourite one!

12.15–13.15 | How to analyse a project? Parallel workshops

13.15–14.15 | Networking Lunch (at the venue)



Afternoon Session

14.15–17.30 | In-depth project analysis & ideas brainstorming

Dive deep into the EYA Winning Projects as best practice examples, analyse and evaluate them in teams and with international expert coaches. Develop ideas for improvements and own projects.

17.30–18.00 | Wrap-up: Short presentations of your results

18.00 | Free Evening – Make sure to get some rest ;-)



Saturday, October 12, 2019

Hackerspace, Ganimete Terbeshi, No. 2, Prishtinë 10000

Morning Session

9.00–12.30 | Working on your ideas for Kosovo and concept development

Further develop your ideas for improvements and own projects with the support of the international expert coaches.

12.30–14.00 | Final presentation of your work & Expert Jury

You will present your ideas/results (4 min per team) and get applauded!

An Expert Jury will vote for the best project.

Invite your family, friends & fans!

14.00 | Award Ceremony & Networking Lunch!



VIII. MEDIA REPORT

a. PRESS RELEASE

Press Release dedicated to the YFI Kosovo and sent out to EYA's network and media partners and media contacts (approx. 40 network partners, 30 media partners, over 1000 contacts): <https://eu-youthaward.org/wp-content/uploads/sites/2/2019/11/Yfi-Kosovo.pdf>

b. TELEVISION

Birgit Kolb, project manager EYA, and Valmir Mustafa, Project Manager FLOSSK, presented the Youth for Innovation Program in a local TV Show on KOHA TV, the video of the live-show was posted on Facebook: <https://www.facebook.com/watch/?v=445322629420998>

IX. PHOTOS OF THE EVENT

<https://www.flickr.com/photos/worldsummitaward/albums/72157711549609688>

X. PARTNERS AND SUPPORTERS

The YFI Kosovo was conducted with kind support of:

