



SHAKE UP
START UPS

Infopack

For

Blended Mobility

„Shake Up Start Ups”

29.08. – 2.09.2016

Zadar, Croatia



Erasmus+

Funded by the European Union



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We are very pleased to introduce the guide for our common event: „Blended Mobility” which is going to be held in Zadar, Croatia. Please read all the information contained carefully in order to be well prepared and help us achieved our common goals.

Introduction:

International event for youth (implementation of Shake up Start ups non-formal entrepreneurship academy in the frames of the project).

Young people will take part in an international event and cooperate virtually after, this will allow groups of young people to put their entrepreneurial ideas for start ups into practice with a view to tackling challenges and problems identified within their communities.

Participants profile:

30 participants interested in the topic of entrepreneurship and start ups aged between 18 and 30 years old from 3 countries:

- Croatia
- Latvia
- Poland

Experts and their specialities:

Institution(s)	Expert(s)	Topic(s)
Local development agency PINS	1. Danijel Bertović	<ul style="list-style-type: none">• Business planning• Fundraising• Risk management
Education by the Internet, Kielce Technology Park	1. Kamil Stanos 2. Patrycja Janakowska	<ul style="list-style-type: none">• Business support institutions• Market analysis• Team management
Society Creative Ideas	1. Alise Vitola	<ul style="list-style-type: none">• Relations with customers; networking
	2. Aleksandra Mihnenoka	<ul style="list-style-type: none">• PR and Marketing
	3. Ilze Judrupa	<ul style="list-style-type: none">• Intellectual property rights

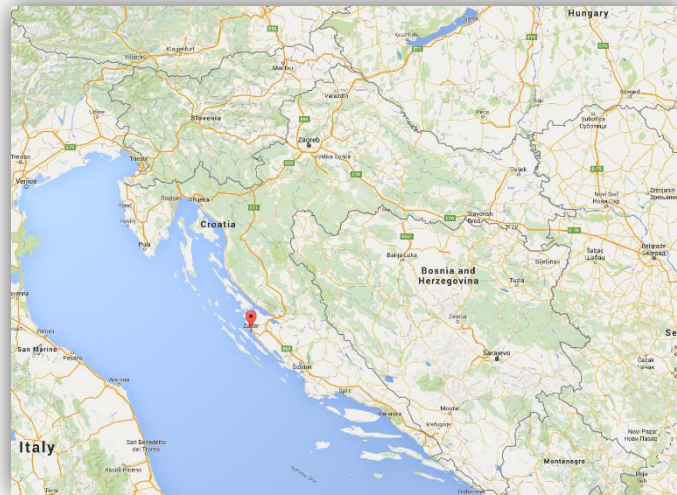




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Venue:

Zadar is the oldest continuously inhabited city in Croatia, situated on the Adriatic Sea. Zadar has a Mediterranean climate with mild winters and warm summers which makes it a very popular tourist resort. Most important landmarks include Church of St. Donatus,



St. Anastasia Cathedral and the unique sea organ.

Many famous persons visited Zadar- Ernest Hemingway once said that Zadar has the most beautiful sunset in the world. The city is also famous for its University- the oldest in Croatia, founded by Dominicans in 1396. and closed in 1807. In 2003. was reopened and became a full-fledged independent university.

Zadar is the fifth largest city in Croatia and second largest in Dalmatia with a population of 75.082 according to the 2011 census.

Zadar is a city monument, surrounded by historical ramparts, a treasury of the archaeological and monumental riches of ancient and medieval times, Renaissance and many contemporary architectural achievements such as the first sea organs in the world.

More details about city:

<http://www.zadar.travel/en/about-zadar/welcome-to-zadar#.V4XgDP3r3IU>

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Sea Organ in Zadar



City of Zadar

Accommodation:

Hotel Donat*** - Majstora Radovana
7, 23000 Zadar, Croatia

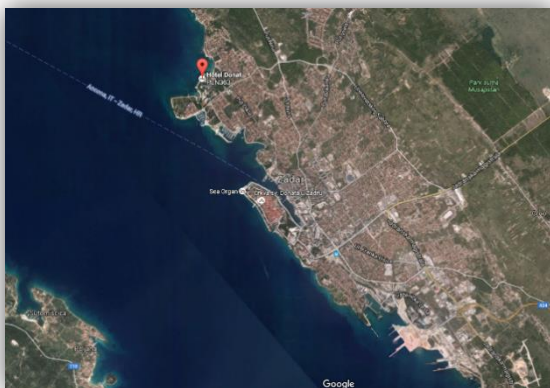


<https://www.booking.com/hotel/hr/hotel-donat-zadar.en-gb.html>

and

<http://www.hoteldonat.com/en>

***all-inclusive meal plan, with buffet breakfast, lunch and dinner and selected beverages at the bar.**



Hotel Donat is located next to the beach and is situated on the grounds of the Falkensteiner Hotels & Resorts Borik.



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Map:

<https://www.google.pl/maps/place/Hotel+Donat/@44.1375505,15.209884,17z/data=!4m5!3m4!1s0x4761f0adec7b9d5f:0xe5d63218c50437dc!8m2!3d44.136538!4d15.210281>

Venue of workshops:



COIN offers open work space, fast and secure internet access, a meeting room , a room for presentations and seminars, independent offices and a space for relaxation and socializing. COIN is open for different users and events like exhibitions, public presentations, workshops, lectures, discussions etc.

Address:

Put Murvice 16, 2nd floor, 23 000 Zadar, Croatia

<http://www.coinzadar.hr/upit-za-rezervaciju-prostora/>

Transportation:

Here you can find some tips regarding how to get to Zadar if you are travelling through Zagreb airport or Rijeka airport as well as regarding local transportation in Zadar.

Zagreb airport - Zagreb bus terminal

<http://www.plesoprijevoz.hr/page/timetable>

Zagreb - Zadar

<http://www.buscroatia.com/hr/autobus-zagreb-zadar/>

Rijeka airport – Rijeka bus terminal

<https://www.autotrans.hr/hr-hr/zracna-luka-rijeka>

Rijeka - Zadar

<https://www.autotrans.hr/hr-hr/bus-rijeka-zadar>



In Zadar:



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The hotel is located nearly 5 km away from the co-working place. In order to get there and return you can use Yellow or Red line of the public transportation.

The **Red line** goes every half-hour and the **Yellow** once every hour.

We will use buses from station Puntamika (Borik) no. 5 or no. 8 to Glavni kolodvor.

Timetable:

<http://www.liburnija-zadar.hr/linije.php?tip=1&polaziste=66&odrediste=01&lang=en>

Map of the city transportation:

<http://www.liburnija-zadar.hr/karta/index.php>

After that we have 5 min walking to COIN.

Ticket prices:

There is ticket for 2 rides and its price is **16 Kn (2,13Eur)**.

The travels to and back from the activities will be covered by organizers. For personal travelling you will have to pay this price

What should I bring:

- Comfortable clothes suitable for the weather conditions.
- Your own towels,
- Travel documents (ID/passport, tickets, boarding passes etc.)
- Toiletries,
- 2 blankets for each country;
- Medicines,
- Insurance documents (European Health Insurance Card)
- Camera (optional)
- *Intercultural Evening Staff**;
- A lot of positive attitude and energy!

What to prepare - Intercultural Evening:

During our event there will be a special evening session dedicated to get know our countries and cultures better. You can prepare some short presentation/ dances/ songs/ quizzes/ games etc. up to 20 minutes in total (each country) but it cannot be multimedia,





SHAKE UP START UPS

powerpoint or youtube. This special session will be held outside, near the hotel without access to a computer, projector and the Internet. We will take blankets and put our staff on it so the atmosphere will be very informal, cool and chilling. Don't forget to bring some snacks and drinks as well as your national emblems.



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Schedule:

Monday, 29 th of August – Day 1	
12:00-19:30	Arrivals and settle in
19:30-20:30	Dinner
Around 21:30-22:00	Welcome and introduction to the project of blended mobility (when Polish group arrives)

Tuesday, 30 th of August – Day 2	
7:30-9:00	Breakfast at the hotel
09:00-10:00	Getting know each other, ice-breakers
10:00-10:15	Break
10:15-11:45	Team-building game Blended mobility project presentation. Expectations and fears. Contract – rules for better cooperation.
11:45-12:00	Break
12:00-13:00	Business ideas presentation and division into 2 mixed groups.
13:00-14:00	Lunch at the hotel.
14:15-14:55	Transport to “COIN” Co-working space. Meeting point: Hotel Donat lobby
14:55-15:55	Session 1 st : Working in groups on business ideas, brainstorming
15:55-16:00	Short break
16:00-17:00	Session 2 nd : Danijel Bertović -> Business planning
17:00-17:20	Break
17:20-18:20	Session 3 rd : Kamil Stanos, Patrycja Janakowska -> Business support institutions
18:30-19:15	Transport to the hotel.
19:30-20:30	Dinner at the hotel
21:00-23:00	Intercultural evening at the beach



SHAKE UP START UPS

Wednesday , 31 th of August – Day 3	
7:30-8:00	Breakfast at the hotel
08.15-8.55	Transport to “COIN” Co-working space. Meeting point: Hotel Donat lobby
08:55-9:55	Session 4 th : Alise Vitola -> Relations with customers, networking Session 4 th : Aleksandra Mihnenoka -> PR and Marketing
9:55-10:00	Short break
10:00-11:00	Session 5 th : Aleksandra Mihnenoka -> PR and Marketing Session 5 th : Alise Vitola -> Relations with customers, networking
11:00-11:05	Short break
11:05-12:05	Session 6 th : Danijel Bertović -> Fundraising Session 6 th : Kamil Stanos, Patrycja Janakowska -> Market analysis
12:15-13:00	Transport to the hotel.
13:00-14:00	Lunch at the hotel.
14:15-14:55	Transport to “COIN” Co-working space.
14:55-15:55	Session 7 th : Kamil Stanos, Patrycja Janakowska -> Market analysis Session 7 th : Danijel Bertović -> Fundraising
15:55-16:00	Short break
16:00-17:00	Session 8 th : Ilze Judrupa -> Intellectual property rights Session 8 th : Kamil Stanos, Patrycja Janakowska -> Team management
17:00-18:00	“Webinar about kick-starter experience”
18:00-18:20	Break
18:30-19:15	Transport to the hotel.
19:30-20:30	Dinner at the hotel
21:00-...	Evening activities/Free time

Thursday, 1 st of September August – Day 4	
7:30-8:00	Breakfast at the hotel
08.15-8.55	Transport to “COIN” Co-working space. Meeting point: Hotel Donat lobby
08:55-9:55	Session 9 th : Danijel Bertović -> Risk management Session 9 th : Ilze Judrupa -> Intellectual property rights
9:55-10:00	Short break
10:00-11:00	Session 10 th : Kamil Stanos, Patrycja Janakowska -> Team management Session 10 th : Danijel Bertović -> Risk management
11:00-11:05	Short break
11:05-12:05	Session 11 th : Working in groups on business ideas, brainstorming vol 2. Session 11 th : Working in groups on business ideas, brainstorming vol 2.

12:15-13:00	Transport to the hotel.
13:00-14:00	Lunch at the hotel.
14:15-14:55	Transport to "COIN" Co-working space.
14:55-15:55	Presentations of business ideas
15:55-16:05	Short break
16:05-17:00	Presentations of business ideas – continuation and feedbacks
17:00-17:20	Break
17:20-18:20	Summary of the project and evaluation
18:30-19:15	Transport to the hotel.
19:30-20:30	Dinner at the hotel
21:00-...	Evening activities/Free time/Farewell party

Friday, 2 nd of September – Day 5	
7:30-9:00	Breakfast at the hotel
9:00-10:00	"Looking ahead" – session outside near the hotel
10:00-...	Departures

About Croatia:

Croatia is sovereign state situated at the crossroads of Central Europe, Southeast Europe and the Mediterranean. Its capital and largest city is Zagreb which forms one of the country's primary subdivisions along with its twenty counties. Croatia covers 56.594 square kilometres and has mostly continental and mediterranean climates which makes it pleasant country for a living, especially if you love the sea- Croatia's Adriatic sea has more than a thousand beautiful islands. The country's population is 4.28 million.



Croatia has a land border with Hungary, Slovenia, Serbia, Montenegro and Bosnia and Herzegovina and on the sea borders with Italy. Most of Croatia has moderately warm and rainy continental climate with mean monthly temperature ranges between -3 °C (in January) and 18°C (in July). The coldest part of the country is Lika and Gorski kotar. The warmest areas of Croatia are at the Adriatic coast and especially in its immediate hinterland characterised by the mediterranean climate. In terms of biodiversity Croatia is one of the richest countries in Europe. There are four types of biogeographical regions in Croatia- Mediterranean along the coast and its immediate hinterland, Alpine in Lika and



Gorski kotar, Pannonian along Drava and Danube and continental in the remaining areas.

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Croatia has eight national parks and ten nature parks. The oldest and the most famous National park is the Plitvice Lakes National Park a UNESCO World Heritage Site. In 2005. the National Ecological Network was set up as the first step in preparation of the EU accession and joining (Croatia joined EU in 2013.) of the Natura 2000 network.



National P ark Lakes of Plitvice



Island of Mljet

Croatia is famous tourist country and the Adriatic Sea Coast is the most popular region. Opatija the little city near Rijeka was the first holiday resort since the middle of the 19th century. Later a number of resorts sprang up along the coast and islands and the most famous are Zadar, Split, Šibenik and Dubrovnik. Because its natural diversity and beauty Croatia is ranked as the 18th most popular tourist destination in the world.

Croatia also has many historical buildings, museums, castles and we can say that it has a rich cultural heritage, which can be fully experienced through the Croatian cuisine- the perfect blend of continental and Mediterranean flavours.

Maybe the fine food and wine are the reasons Croatians are so good at sport especially football, tennis, and handball. Croatia hosted several major sports competitions including the 2009 World Men's Handball Championship and several European Championships.





Weather:

Average Weather In September (based on the historical records from 1996 to 2012)



Zadar has a warm humid temperate climate with hot summers and no dry season. The area within 40 km of this station is covered by *oceans and seas* (45%), *croplands* (41%), *forests* (10%) and *shrublands*(3%).

Temperature

The month of September is characterized by *rapidly falling* daily high temperatures, with daily highs decreasing from 28°C to 23°C over the course of the month, exceeding 32°C or dropping below 20°C only one day in ten.

Daily low temperatures range from 12°C to 16°C, falling below 9°C or exceeding 19°C only one day in ten.

Sun

Over the course of September, the length of the day is *decreasing*. From the start to the end of the month, the length of the day decreases by 1:26 hours, implying an average day-over-day decrease of 2.9 minutes.

The shortest day of the month is September 30 with 11:46 hours of daylight; the longest day is September 1 with 13:12 hours of daylight.



The *earliest sunrise* is at 6:22am on September 1; the *latest sunset* is at 7:34pm on September 1; the *latest sunrise* is at 6:56am on September 30; the *earliest sunset* is at 6:41pm on September 30.

Daylight savings time is observed in 2012 but it neither starts nor ends in September, so the entire month is in *daylight time*.

Clouds

The median cloud cover ranges from 27% (mostly clear) to 37% (mostly clear). The trend is for the sky to be becoming cloudier with the median cloud cover increasing by 10% from the start to the end of the month.





On September 15, a representative day, the sky is *clear or mostly clear* 41% of the time, *partly cloudy* 13% of the time, and *mostly cloudy or overcast* 17% of the time.

Wind

Over the course of September typical wind speeds vary from 0 m/s to 5 m/s (calm to gentle breeze), rarely exceeding 8 m/s (moderate breeze).

The *highest* average wind speed of 3 m/s (light breeze) occurs around September 8, at which time the average daily maximum wind speed is 5 m/s (gentle breeze).

The *lowest* average wind speed of 2 m/s (light breeze) occurs around September 30, at which time the average daily maximum wind speed is 5 m/s (gentle breeze).

The wind is most often out of the south east (20% of the time), east (16% of the time), and north east (12% of the time). The wind is least often out of the north (4% of the time) and south west (4% of the time).

Don't forget to take relevant clothes with you so that you will feel comfortable during our stay 😊.

Organiser contact details:

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