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**ERASMUS+ PROJECT “HIGHER EDUCATION INSTITUTIONS
FOR YOUTH ENTREPRENEURSHIP”
IS OPPORTUNITIES FOR EASTERN PARTNERSHIP COUNTRIES**

The growth of the youth entrepreneurship potential in the Eastern Partnership countries is limited by lack of awareness about the specifics and opportunities for doing business. New challenges and opportunities in the economies of the Eastern Partnership countries are related to the processes of European integration. However, insufficiently studied experience of overcoming difficulties and realizing the possibilities of integration processes significantly reduces the youth entrepreneurship potential in the Eastern Partnership countries.

Described problems are topical in all Eastern Partnership countries. The study of the program bases for the economic development of the Eastern Partnership countries through direct comparison shows that one of the priority tasks is the intensification of entrepreneurial activity. These challenges' overcoming is possible through the transfer of necessary knowledge about the specifics of doing business in different countries, the implementation of successful business models, entrepreneurial experience for young entrepreneurs.

Employment increasing among young people, as well as entrepreneurial activity intensifying is the priority objectives of European policies in the field of education, internships and youth, it meets the objectives of this project. Studying the experience and peculiarities of doing business in the Eastern Partnership countries, the European Union, and transferring of these knowledge to the youth through the academic environment will provide the synergy between business, science and education in the context of various integration processes. The universities represented in the project are interested in transnational cooperation between education, science and business; improving the international aspect of education; dissemination of youth entrepreneurship, transfer of the best practices of doing business, and in general it meets main objectives of the project.

The initial information about project: Erasmus+ Programme, Call EAC/A03/16 "Capacity Building in the field of youth – Eastern Partnership-Partnership for Entrepreneurship"; project name is "Higher education institutions for youth entrepreneurship" 589942-EPP-1-2017-1-UA-EPPKA2-CBY-EP-PE.

The partnership consists of 7 Universities from 6 countries: Kharkiv State University of Food Technology and Trade, Academy of Economic Studies from Moldova, Technical University of Moldova, Armenian State University of Economics, Batumi Shota Rustaveli State University, Belarusian Trade and Economics University of Consumer Cooperatives, Riga International School of Economics and Business Administration.

The novelty of the project is that as a result of the project implementation it is expected the studying of the successful experience of economic transformation and integration into the European Union of the Baltic countries and transferring it to young entrepreneurs in the Eastern Partnership countries. The uniqueness of this experience lies in the fact that all partner countries were part of the USSR until 1991, and after its collapse they were restructured into a market economy, while the Baltic countries achieved the greatest and the most impressive results.

The idea of the project is intensifying of youth entrepreneurship in the context of European integration both within countries and between the Eastern Partnership countries and the European Union with use of the experience of creating successful business models in the Eastern Partnership countries.

The aims of the project are strengthening of transnational cooperation between education, science and business; increasing the international aspect of entrepreneurial education; transfer of the best business practices in the context of European integration, as well as the implementation by the business sector of opportunities for European integration in partner countries; improving of competences and entrepreneurial skills among young people in partner countries.

The objectives of the project are:

- organization of the network of centers for training and supporting youth entrepreneurship at higher education institutions in the countries of the European Union and the Eastern Partnership;
- study of the experience of doing business in the partner countries;
- development of training course on the specifics of doing business in the context of European integration in partner countries and its implementation in the curricula of partner universities, as well as its open presentation in a remote form;
- creation of online platform for communication, exchange of the best practices, search for potential business partners between young entrepreneurs and centers for training and supporting youth entrepreneurship at higher education institutions of partner countries;
- exchange of knowledge, experience and successful practices of youth entrepreneurship in partner countries.