

Youngpib - Young people-in-business.

Interreg/kultKIT project.

Partners: Hanse-Schule für Wirtschaft und Verwaltung, Lübeck, Germany & ZBC Vordingborg, Denmark

May 2019-Jun 2021 (with possible extension)

Youngpib: Young people-in-business - creating regional identities in globalization.

The project addresses the issue of business culture, i.e. the way you do business and make decisions, on the Danish and the German side of the Femarn Belt region. This is done by having Danish and German business and IT students make business together in teams using a business simulation game and by investigating the local business communities on both sides. The investigation is carried out as a mix of survey data collected from the local business communities and company visits at each locality.

Business and IT students of the two schools in Lübeck and Vordingborg meet and collaborate on local business development in Germany and Denmark. The students do not only develop entrepreneurial thinking and acting, they also develop intercultural competences by experiencing business attitudes and communication cross country.

Apart from the business simulation, the students make a business survey on cultural encounters and stereotypes among local businesses and have company visits and compare business culture and traditions across the border region. Moreover, they visit business development centers in Lübeck and Vordingborg to learn about starting a business and to learn about experiences with business partners across the Danish-German border. The project results in a number of dissemination activities; homepage with video presentations etc. and enhance the students' knowledge and understanding of each other's businesses and labour markets. The project will promote the future collaboration between the schools involved and the educational sector of the two regions in general. The project will enhance the collaboration between schools and businesses and between businesses involved in the two countries.

Project homepage: <https://www.youngpib.eu/>

Contact: Klaus Lindegaard, klin@zbc.dk