

Dear reader,

High youth unemployment has long been a shared challenge across the Central Baltic region, as the labour market presents many barriers and uncertainties for young people. Becoming an entrepreneur may appear an attractive alternative – but is it feasible to run a business at 18-25 with only a vague understanding of how a company actually functions? Is it realistic to scale up a business in a local market with a limited population, particularly one affected by the COVID-19 crisis and geopolitical events? Young people from low-income families – the project's target group – are especially vulnerable: they often cannot afford fee-based education, are forced to start earning a living at an early age and must frequently enter low-skilled jobs. Their ambitions and dreams are pushed aside, giving way to frustration and self-doubt.

The “Succeed in Business” project, funded by the Interreg Central Baltic Programme, offers a practical response to these obstacles. Three partners from Latvia, Estonia, and Finland joined forces to design and deliver a modern, comprehensive one-year entrepreneurship course, enabling participants to launch a business upon completion of the training. Young people activated their entrepreneurial mindset, learned business fundamentals, met inspiring entrepreneurs, worked in teams, laughed, got surprised, gained new insights, developed confidence in their abilities, overcame fear of failure, and gradually transformed ideas into viable business concepts, action plans and companies.

Cross-border cooperation proved of great value for the participants, broadening horizons and opening up new ways of thinking, learning and acting. Trainees were exposed to business environments in three countries, expanded their knowledge of how companies operate in each of them, tapped into a wide pool of ideas, identified promising market niches across the region, and established lasting connections in neighbouring countries – laying the foundation for resilient and sustainable businesses with a strong international focus. Some participants began generating income already during the training.

By late 2026, when the second round of the course is finalised, a total of 82 young individuals are expected to benefit from strengthened entrepreneurial skills and new opportunities. These results will be achieved thanks to the Interreg Central Baltic Programme, which fosters innovative solutions and approaches, carefully selects high-quality initiatives, and builds a culture of trust and cooperation with project partners.

Thank you, Central Baltic Programme! You let us all experience what it truly means to create something together.

Sincerely,

The Succeed in Business project team



From
Central Baltic,
with results