

HAPPINESS THROUGH PEOPLE SKILLS COURSE – WINNER OF BE A CHANGE 10

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A team of young students named *Icebreakers* won first place at the business ideas for a better world contest *Be A Change* on Sunday, November 21st in Espoo. The idea behind *Icebreakers* is to educate and help young Finns develop strong people skills and confidence. Karla Nieminen, a student of industrial management from Aalto University came up with the original idea. Two other students from the capital city area, Joel Mertanen and Sani Hassinen, made up the team that helped Karla to develop her idea during *Be A Change*. Their plan is to first organize a people skills course for high school students and later expand the service to other sectors.

- Education on people skills and confidence could help individuals in the western world to understand that success and happiness derive from caring, Karla Nieminen explains.

Be A Change brought together people from various fields, all interested in using entrepreneurship to make a positive difference in the world. Over the course of the weekend, a total of 11 socially relevant business ideas were developed at the Aalto Venture Garage in Espoo.

On Friday, November 19th there were inspiring speakers and group discussions that encouraged the change makers to already start thinking about solutions to societal problems during the first ever *Be A Change* Inspiration Friday event to kick-off the weekend long competition. Participants worked intensively on their business ideas in small teams from Saturday till Sunday afternoon. The teams received assignments and feedback from a jury of professionals throughout the process. In addition to making their business plans, the competitors learned about social media, sales, and financial planning during workshops held by partners of the event. At the end of Sunday, all the ideas were presented to the jury in front of an audience.

Icebreakers was awarded the prize of 1000 euro start-up money from Veritas Pension Insurance and memberships to both HUB Helsinki and SYY (The Social Entrepreneurs' Association in Finland). The winners also receive free hosting and a license to create their own website by Hammerkit and a sales workshop by the marketing company Prepsikka.

Be A Change was organized by the international student-run organization AIESEC. Partners and other sponsors were SYY, Hub Helsinki, Aalto Social Impact, Hammerkit, Veritas Pension Insurance, Prepsikka, Ruohonjuuri Ekomarket, CoreFinland, Wrong Noodle, Service for the Sea, Merkur and JCI Cosmopolis.

For more information:

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