



**InTechGrowth**

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THE IDENTIFIED TRAINING NEEDS AMONG THE  
YOUTH WORKERS IN GEORGIA

**NATIONAL RESEARCH**

**REPORT**



Co-funded by  
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## INTRODUCTION

The present report reflects the works carried out and the results achieved in scope of the research activity conducted in Georgia by the Association of Business Consulting Organizations of Georgia (ABCO) under the ERASMUS + program's InTechGrowth (ITG) project, which aims at facilitating to development of a favorable ecosystem to support the target beneficiary groups of youths in Georgia, Moldova, Ukraine and Azerbaijan in developing the necessary set of skills and competencies to establish and scale up their technological start-up entities.

Based on the overall aim, the InTechGrowth project sets out the following specific objectives: To enhance the capacity of organizations working with youth outside the formal education system in the 4 target countries by strengthening digital skills related to youth entrepreneurship. This will be achieved through training for staff of youth-focused organizations and for mentors working directly with young people. To foster an enabling environment in each of the 4 beneficiary countries by improving communication and collaboration between formal education institutions and non-formal youth organizations, as well as by supporting the development and dissemination of effective cooperation models. To boost entrepreneurial and technological competencies among young people in the target countries by delivering dedicated training programs for youth interested in hi-tech social entrepreneurship.

## PURPOSE AND OBJECTIVES OF THE CONDUCTED RESEARCH

The purpose of the implemented research was to identify the current need for the capacity building training and coaching support among the staff of Youth Workers of the relevant organizations who are working with local Youth and particularly aim at supporting youth-led startups all over Georgia. With this aim, the relevant Online Focus Group Meeting was organized and the training/coaching needs analysis was conducted by ABCO, to collect the particular insights and experiences of the relevant organizations operating in Georgia who are working with Youth in diverse regions with further analyzing and systematization of the received information in order to elaborate the appropriately focused training program addressing the identified current needs of the Youth Workers in the country.

## METHODOLOGICAL APPROACH

- **Organization and Conducting of the Focus Group Meeting event**

Methodological approach applied to the reported research activity by the implementing organization - Association of Business Consulting Organizations of Georgia (ABCO), included organization and conducting of the Online Focus Group Meeting during which was collected the necessary qualitative data

from the participating relevant organizations. Focus Group Meeting was held via Zoom on May 21, 2025, with its duration time being about 3 hours.

- **Focus Group Participants and Participant Recruitment Process**

Total number of the Focus Group participants comprised **23** representatives of the relevant local organizations working with Youths, among them **15** women and **8** men. *List of the Focus Group participants please see attached as ANNEX A*

Participants' preliminary identification and recruitment process included both conducting the desk research works by visiting the relevant online portals and directories (such as CSO Georgia (<https://csogeorgia.org/ge>), Yellow pages (<https://www.yell.ge>), other online networks and sources of information, as well as using ABCO's and its association member organizations' own existing databases and personal contacts. Through this preliminary identification activity, about 72 relevantly profiled organizations (CSOs, Educational Institutions, projects, business entities, etc.) operating in Tbilisi as well as in other cities/towns and different rural regions of Georgia, who within their scope of principal activities, address issues related with Youth development, capacity building and technological and business education, were pre-selected and afterwards contacted and notified both in writing and verbally (via e-mail and telephone communication) about the forthcoming Focus Group event, with detailed explanation of its purpose and proposed topics of discussion. As a result, the final list of **23** organizations representing different Georgian regions to participate in the Focus Group meeting was finally formed, based on the contacted organizations' identified willingness and availability to join the event on the proposed date of 21, May, 2025. This fulfilled and exceeded the

preliminarily targeted number of **20** participant organizations for the Focus Group event.

- **Focus Group Format, Facilitation and Proceeding**

The format of the conducted Focus Group meeting included application of the method of the open semi- structured discussions, in scope of which the online meeting participants, following their own brief introductory presentations about themselves and the areas of activity and particular projects of the organizations they represent, through moderating guidance from the Focus Group Facilitators, engaged in open group discussion, based on the set of the preliminarily defined questions, which allowed them to share their personal experiences and perspectives and freely express their opinions and considerations around the proposed thematic topics of discussions, focused on the following principal issues:

- Challenges that are currently faced by Youth Workers during their work with young entrepreneurs;
- Competencies and skills needed by Youth Workers to effectively support youth entrepreneurship;
- Areas and topics required/needed for training of Youth Workers and preferred instructional methods.

The conducted Focus Group meeting session was facilitated by the following persons:

- **Mr. Konstantin Zhgenti** – Manager/Main Coordinator of ITG project in Georgia; President and Senior Business Consultant of the project implementing organization ABCO, with 30 years of experience in implementing and managing international donor funded local development projects and programs in Georgia and delivery of business advisory, training, mentoring, coaching and analytical research services in the wide areas of local SME business and community development;
- **Mr. Zurab Kakabadze** – Chairman of the Board and Senior Business Consultant of ABCO, with 30 years of work experience in implementation and management of international donor funded relevant projects in Georgia and delivery of wide scope of advisory services in the field of SME local development;

- **Focus Group Meeting Structure/Agenda**

The Focus Group meeting was structured and conducted according to the following Agenda:

**AGENDA for the FOCUS GROUP MEETING under the ERASMUS + program's InTechGrowth (ITG) Project**

- **Meeting Objective:** Identification of the existing Training Needs among the Youth Workers in Georgia
- Meeting Format: Online
- Meeting Duration Time: 3 Hours
- Meeting Date : 21, May, 2025

## Number of Participants: 23

- Meeting Content:

- 1. Welcoming and Introductory Part (20 minutes)**

- ✓ Welcome of the Participants;
- ✓ Introduction of the facilitators;
- ✓ Online introduction of the participants;
- ✓ Brief overview of the InTechGrowth Project, its goals and objectives;
- ✓ Introduction to the purpose and the structure of the Focus Group meeting;

- 2. Mutual Introduction of Participants and Presentation of the Context (30 Minutes)**

- ✓ Self-introduction by each participant and relating information about the programs and youth groups they are working with;

- 3. Main Discussion – Part I: The Existing Ecosystem for Development of Youth Entrepreneurship (40 minutes)**

- ✓ Each participant expresses his/her opinion regarding the currently existing ecosystem in Georgia for Development of Youth Entrepreneurship, specifying its strong and weak points and existing challenges.

Break (10 minutes)

- 4. Main Discussion – Part II: What competencies are required for the Youth Workers to effectively work with the young people today? (60 minutes)**

- ✓ Which are the competencies, that the people who work with the Youths, are currently lacking?;
- ✓ Which challenges can be addressed through the provision of trainings?;
- ✓ Which concrete challenges should be developed?;

- 5. Summarizing and Conclusion of the meeting (20 minutes)**

- ✓ Summary of key conclusions;
- ✓ Outline of the next steps;
- ✓ Thanking the participants and closing the Focus Group meeting;

## KEY FINDINGS AND CONCLUSIONS

During the open discussions conducted under the Focus Group meeting, participants shared their particular experiences in working with the groups of the beneficiary Youths, including young entrepreneurs and technological startups in Georgia, both countrywide and in their respective regions and also specified the particular challenges and deficiencies that Youth Workers are facing in their relevant activities, revealing number of common issues of concern.

Specifically per particular topics of the thematic discussions, the following generalized feedback and insight was received from the participants:

- **Challenges currently faced by Youth Workers during their work with Youth Groups (incl. young entrepreneurs / startups)**

According to participants, among the challenges and shortcomings currently faced by the Youth Workers should be named their lacking of actual practical experience in the area of business development and conduct, due to which they are capable of delivering only theoretical knowledge during their training or coaching activities which is not supported with their own practical knowledge, experience and insights to help them really motivate young people and arouse their interest for engaging in entrepreneurial activities. The shortage of necessary personal entrepreneurial experience, lack of general pedagogical

skills in teaching, coaching and mentoring activities among the Youth Workers, combined with a lack of strong personal motivation and dedication towards their mission and lack of ability to motivate others; lack of communication skills including ability to communicate with diverse groups young people (among them with vulnerable and sensitive groups), Lack of digital skill/digital literacy and relevant technological skills; Lack of teamwork skills, Social entrepreneurship, etc. were also emphasized by some participants among factors hindering the effective and results oriented work with youths. Other challenges were also mentioned by the Focus Group participants, including such observations and evaluations about Youth Workers as: They often fail to earn the trust of young people; Youth Workers should act as a Role Model for Youth to earn their confidence and belief in what they are teaching as it is also based on the Trainer's or Mentor's own experience; Many Youth Workers do not have an inner calling to be in this activity; They have difficulty in revealing and clearly formulating the initial raw business ideas among the young people; Youth workers should consider themselves as integral part of the ecosystem and should be equipped with full awareness and the updated information about situation, trends and changes happening in the entrepreneurial ecosystem/industry; Quite often, Youth Workers instead of revealing the embryonic business ideas among their trainee youths, instead offer them own ready business ideas with purpose for young entrepreneurs to further present them as their own; Youth workers do not teach young people to apply creative thinking and emphasizing innovative aspects in their developed activities; Increasingly, challenges are also created with improper employment of AI possibilities among young students who try to complete their learning tasks by using such technologies as "ChatGPT" and other artificial intelligence chatbots. Additionally, more advanced competencies and skills were mentioned by certain participants as lacking and desirable concerning such areas as Valuation and Impact Measurement /effective evaluation skills as youth workers have difficulty in assessing the impact of non-formal learning activities; Lack of tools or skills to use feedback for program improvement; knowledge of TRL (technology readiness level), constructive and integrational

programs, etc.

- **Competencies and Skills needed by Youth Workers to Effectively Support Youth Entrepreneurship**

The set of principal competencies and skills required by Youth Workers as identified through the Focus Group discussions and the opinions and observations shared by the Participants, can be summarized as follows:

- Good Knowledge of the Entrepreneurial Ecosystem, current trends, Legal Framework, etc.;
- Communication and Outreach Skills including ability to communicate with diverse groups of young people (among them with specific sensitive groups and people with inter-cultural differences) and create supportive learning environment for them;
- Practical Understanding and Experience of Entrepreneurship, combined with theoretical knowledge and relevant Technological knowledge;
- Coaching Skills;
- Digital Literacy / Knowledge of AI Technologies' application;
- General Pedagogical/Teaching Skills to apply in training, coaching and mentorship guidance activities; Skills to apply hybrid methods / approaches of teaching;
- Ability for revealing the raw business ideas among youths and their clear formulation and presentation;
- Skills/Ability to guide, inspire, motivate and encourage young people towards the entrepreneurial activities;
- Critical Thinking;
- Method of teaching the Creative Thinking;

- **3 Main Areas/Topics of Training Required/Needed Youth Workers and Preferred Instructional Methods.**

Through the course of the Focus Group discussion, Participants prioritized the following selected areas for the proposed training to be provided to Youth Workers

- Effective teaching methods;
- Digital skills Digital literacy;
- Entrepreneurship.

- **Preferred Training Formats and Technical requirements**

Regarding the desirable format and logistical requirements for the proposed training program, Focus Group participants briefly outlined their preferences, specifying the following principal conditions in terms of methodological approach, content and proceedings which provide for the training program to be – the working methods and training methodology should be easy understandable for the mid-level youth workers and contain many example and key studies. Training materials should have not only the presentation materials for conducting the training, but also detailed guidelines for the youth workers, how to conduct the training. The attitude of the trainer is one of the most

important factors that influence participants' engagement and the overall effectiveness of the training.

## CONDUCTED ONLINE SURVEY

Based on the conducted Focus Group discussion and the insights/opinions shared by participants, an Online Questionnaire was developed and shared with Focus Group members for completion. The questionnaire comprised 7 questions listed as below which concern the topics of the conducted discussions and are relevant to the work of persons working with Youths. Participants were allowed to provide multiple response options to each of the listed questions as well as an additional response in the form of option “Other”. In scope of this activity, we have received the total 21 responses from the total 23 participants of the Focus Group meeting.

Question 1.: What competences should a Youth Worker have? (Competencies mean knowledge, skills and pedagogical communication tools)

Response Options:

- Pedagogical skills
- Communication skills
- Knowledge of the existing entrepreneurial framework and ability of its assessment
- Business idea assessment skills
- Business idea generation skills
- Artificial intelligence application skills
- Technological skills
- Digital skills
- Other

Question 2.: What competencies are Youth Workers lacking the most today?

Response Options:

- Pedagogical skills
- Coaching skills
- Skills to correctly define the essence of entrepreneurship
- Digital skills
- Communication skills
- Technological skills
- Other

Question 3: What problems or challenges do Youth Workers face in their daily work?

Response Options:

- They do not have a calling to be in this profession
- They cannot earn the trust of young people
- They lack practical experience and appropriate knowledge
- They have difficulty identifying young people's business ideas

- They themselves offer young people business ideas
- Other

Question 4: Can any of these problems be solved by increasing the competences of youth workers?  
What competences need to be improved for their development?

Response Options:

- Entrepreneurial Competencies
- Critical Thinking
- Communication Competencies
- Coaching Competencies
- Other

Question 5: List three learning topics that might be most appealing to you and your colleagues.

Response Options:

- Coaching
- Entrepreneurship
- Digital skills
- Fundraising and access to finance
- Communication skills
- Effective teaching methods
- Other

Question 6: What criteria should competence training meet to be attractive to Youth Workers?

Response Options:

- Working methods
- Learning (Training) materials
- Trainer's attitude
- Technical aspects
- Other

The consolidated answers of the participants to the above questions please see attached as ANNEX  
B

## RECOMMENDATIONS

Based on the feedback collected during the Focus Group discussions and the Online Survey, it became evident that the training materials should be strategically designed to strengthen the capacities of mid-level youth workers. The primary focus should be on enhancing their competencies in entrepreneurship qualities and skills, innovative and effective teaching methodologies and techniques for guiding young people in transforming their ideas into viable business concepts. Additionally, there is a strong need to improve youth workers' digital literacy and equip them with practical knowledge in coaching and fundraising methodologies and strategies. This will enable them not only to support young people in launching their own businesses, but also to share valuable insights on digital tools and funding opportunities. Furthermore, future training programs should be enriched with practical content, including real-life case studies, hands-on exercises, and context-specific information. The materials must be tailored to the Georgian reality, with clear references to the country's legal, financial, and institutional frameworks to ensure relevance and applicability.

### **Research Conducted by the:**

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