



CAMERA DI COMMERCIO  
ITALIANA PER LA GERMANIA  
ITALIENISCHE HANDELSKAMMER  
FÜR DEUTSCHLAND

Erasmus for Young  
**Entrepreneurs**

## HOST ENTREPRENEUR SUCCESS STORY: The eco-friendly idea „Animalia“

### New Entrepreneur:

Rocco Donà (Italy)

Company Name: Animalia

Sector of activity: Advertising, promotion, printing, media and related products and services

Local contact point (IO): Unione Regionale delle Camere di Commercio, I.A.A. del Veneto - Eurosportello Veneto

### Host Entrepreneur:



Audrey Belaud (Germany)

Company Name: THE PEOPLE°, [www.thepeople.world](http://www.thepeople.world) (4 years of experience)

Sector of activity: Advertising, promotion, printing, media and related products and services

Local contact point (IO): Italienische Handelskammer für Deutschland e.V.

**Period of the exchange:** 25/05/2020 - 30/11/2020

### Duration of the exchange: 6 months

Rocco Donà is a passionate and motivated young entrepreneur who is willing to develop his own business “Animalia” with the aim to support animals recovery centers and endangered animal species projects by offering environmentally friendly products all across Europe. To pursue his ambitious objective, Rocco knew that moving abroad would allowed him to grow and develop new strategies to do his own business project. That is why Rocco decided to take part in the “Erasmus for Young Entrepreneurs” program in Berlin with the will to gain as much knowledge as possible.

Audrey Belaud, on the other hand, is the co-founder and Project Manager of “THE PEOPLE”, a full service creative agency that creates websites, commercials and brand identities along with other original projects. Audrey decided to participate in the “Erasmus for Young Entrepreneurs” program to offer her time and expertise to young entrepreneurs by supporting meaningful projects and sharing values. She said: *“we believe in the win-win situations and hope they will become long-term collaborators who share our values”*.



Rocco: *“I would like to employ people with whom I can share ideas, knowledge and create new values”*

The cooperation between “Animalia” and “THE PEOPLE” led the New Entrepreneur through a better understanding on how to manage different tasks from developing a digital platform to building a team that will be crucial factors for his business platform. On the other hand, the Host Entrepreneur could take advantage of new and innovative ideas as well as from Rocco’s skills as a graphic designer.

The most outstanding project during their collaboration was the start of a crowdfunding campaign for the movie [“SPACEBIRTH 2”](#), a silent, sci-fi, fantasy movie produced and self-financed by THE PEOPLE°. Rocco contributed as a co-member of the setup, conception and strategy for the crowdfunding campaign and worked his way through articles and methods of crowdfunding to develop a successful own strategy from scratch. The results of their collaboration are still ongoing: on 19<sup>th</sup> of February 2021 THE PEOPLE° is launching the crowdfunding campaign in order to raise the remaining funds for the movie.

Erasmus for Young Entrepreneurs provides European entrepreneurs the chance to share and gain relevant business skills. As a new entrepreneur, you will learn from an experienced entrepreneur and benefit from on-the-job training in a small or medium-sized company in another participating country. As a host entrepreneur, you can benefit from fresh and innovative ideas from a motivated new entrepreneur.

Would you like to participate? You can get in touch with [Italienische Handelskammer für Deutschland e.V.](#)

Project Coordinator

Linda Schmittmann

Tel. +49 (0) 30 24 31 04 12

[lschmittmann@itkam.org](mailto:lschmittmann@itkam.org)