

START UP YOUR BRAND

Promote your Personal Brand through Media

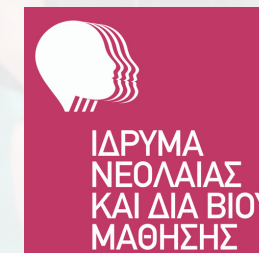
ERASMUS+ YOUTH EXCHANGE

NISI Raches, Greece | September 15-23, 2021

ORGANISED BY:



CO-FUNDED BY:




Erasmus+



Solidarity Mission
is inviting you to
StartUp Your Brand
Project

StartUp Your Brand

2 phase Erasmus+ project
to promote the active
participation of young people
in society and improve their
employability levels through
media and digital tools.



September 2021,
Greece

We bring together
42 young people
from 7 European countries
to learn personal branding
skillset by practicing,
playing and experimenting,
using various media forms
and starting up their brand!



STRUCTURE OF THE PROJECT

YOUTH EXCHANGE

September 15-23, 2021 | NISI Raches, Greece

During the 9-days program participants will:

- Get acquainted with basic media literacy

- Enhance and practice self-branding skillset (team-work, problem-solving, creativity and innovation, leadership etc.)

- Reflect on the different realities regarding employability in the different European countries

- Get acquainted with the local community

- Create social impact

- Create tutorial videos on self-branding

- Create action plans for the Local Action Phase



LOCAL ACTION PHASE

Oct - Nov 2021 | Partner Countries

Each national team will come back to local communities and put in action the gained knowledge and tools by organizing events, workshops etc. to disseminate the knowledge and self-branding campaigns and videos, acting as multipliers and share the skills acquired during the Youth Exchange.

WHO SHOULD ATTEND & WHY

18 - 30 years old

Keen on creating a positive impact through personal brand

Eager to learn or develop further skills in video making and media literacy by playing and experimenting in international teams

Eager to learn and expand entrepreneurial skills on personal branding

Ready to participate in an intercultural environment and eager to challenge themselves in working on an high speed learning program full of practical assignments

Resident of **Italy, Romania, Spain, Bulgaria, Latvia, Lithuania, Greece**

Highly motivated and willing to actively participate during the whole duration of the project and all its phases (Preparation, Exchange, Follow-Up)

Able to work and communicate in English

"Your personal brand is what people say about you when you are not in the room – remember that. And more importantly, let's discover why!" – Chris Ducker

The idea behind this project is to create a safe space where you can explore your core values, share your authentic story and experiment creatively with your branding identity.



PROGRAM APPROACH & DELIVERY METHODS

This youth program is based on an Experiential Learning approach, you will learn by doing and by reflecting upon what you did in a group setting and individual processes. It will be a fully dynamic program containing several methods and work-formats added on each others as lego bricks building the content of the program. The working hours and the program varies accordingly. You will be engaged in creative work from 12 to 14 hours (including breaks and assignments).

Experiential and entrepreneurial learning through playing

Group dynamic processes and teamwork activities

Dynamic workshops, games and presentations, peer learning

Outdoor and community assignments

Intercultural sharings, learnings and reflections

Media activities (video and photography), to gain the basic skills and produce tutorial videos

*In Start-Up your Brand
your individual learning journey will be
SELF-DIRECTED & BRANDED by you,
guided by the facilitators
and supported by the group.*

VENUE & ACCOMMODATION



The Youth Exchange will take place at **NISI Raches**, which is a Glamping site/ Educational Center in Central Greece. It is a space dedicated to the free space of expression of adults and kids, where daily events and educational programs are organized.

NISI is located ~250 km from the centre of Athens, and it's right by the sea <http://nisi.com.gr>.

The sleeping tents can host 3-4 people. All meals will be provided at the restaurant of the venue. The training rooms will be our home and brand for the entire program, which means that we take care of it by ourselves and keep it safe and clean daily.



FINANCIAL & PRACTICAL ARRANGEMENTS

100% accommodation, food and program materials are covered by the grant from Erasmus+

100% traveling costs (only most economical) are covered, up to the maximum expenses

For traveling reimbursement it is mandatory to participate fully in the program phases and send all your e-tickets, e-invoices, e-boarding passes and e-receipts. If e-documents are not issued then originals are accepted. Without these, traveling costs cannot be reimbursed.

Payments for the travel expenses will be made via bank transfer within 1-3 months of the YE and after all tasks and both phases are completed.

Participants are responsible for having valid travel and medical insurance (EHIC - European Health Insurance Card) during their travel.

To be prepared for any complication that may arise due to COVID issues, participants are advised to book refundable flights in case we have to cancel the course at the last moment. This is important since we can't reimburse the tickets if the program does not take place.

Country	Travel Money
Latvia, Spain	360€
Italy, Romania, France	275€
Bulgaria	180€
Greece	20€
6 participants/country	

WHAT TO BRING

- **Camera & Filming gear**
- **Laptop / Tablet**
- Traditional snacks from your country & whatever else you want to present to us on the International night
- Personal care products
- Mosquito repellent
- Protective masks (necessary for all in-door areas in Greece)

€50 fee to be paid by each participant on the spot. This fee is a contribution to the administrative costs of the youth exchange.



TIMEFRAME

We highly ask you to plan your travels accordingly to the timeframe. If selected, you will receive detailed information about practicals and travel arrangements. You are not allowed to arrive later or leave the program earlier.

Days allowed to stay in Athens:

You are allowed to come max 2 days before the Youth Exchange or leave max 2 days after, but the total amount of the days that are not part of the programme is max 2 days.

During these extra days you have to find and cover your own accommodation and other expenses. If you decide to stay more than 2 days longer than the official programme, you will have to cover the traveling expenses yourself.

14 September - Arrival of Participants

We will meet at the Athens International Airport (Spata) from where we will depart (between 12-3pm, depending on your arrival times) altogether by bus to NISI. You will receive further details on the meeting place and timing. Keep in mind that arriving late is not an option.

15-23 - Youth Exchange

24 - Departure Day

We will come back from NISI to Athens International Airport also all together by bus. The bus will depart at 9 am and will arrive to the airport approximately at 12 am. So, make sure you have enough time to catch your flight.

SAFETY REGULATIONS (Covid-19)

During the whole program, necessary material for individual and group protection will be provided. We would like to hold the program without a mask, but to do it without risking the participant's safety we will follow strictly the national rules and regulations regarding Covid-19

At the moment, people arriving in Greece need to hold a negative Covid-19 PCR test taken no more than 72 hours before arrival. All travelers must complete a PLF (Passenger Locator Form) until the day prior to entering the country and also when leaving the country.

At the end of the program, we will support the participants in need of a PCR test to travel back if required by local regulations.

*You can additionally **check the regulations regarding traveling from your country to Greece here:**
<https://reopen.europa.eu/>

HOW TO APPLY

In order to apply for the project you must be between 18 - 30 years old and a citizen of one of the partner countries. Contact the partner organisation from the list below if you need any support.

Counrty	Organisation	Email
Bulgaria	Smokinya Foundation	info@smokinya.com
Italy	Vagamondo	info@vagamondo.info
Latvia	Piedzīvojuma Gars	international@piedzivojumagars.lv
France	OFCI	contact@ofci.fr
Romania	Synergy Romania	asociatiasynergy@gmail.com
Spain	Ticket2Europe	ana.delvalle@ticket2europe.eu
Greece	Solidarity Mission	startup@solidaritymission.org

If you have questions, need clarifications or you would like to know more, contact us: **startup@solidaritymission.org** and we'll be happy to answer all your questions

APPLY
HERE



APPLICATION FRAMEWORK

July 20

**Application
Deadline**

July 21 - 24

**Selection
of Participants**

July 25

**Final
Recruitment**

July 27

**Confirmation
Letter**

WHO WE ARE

Solidarity Mission is a non-profit training organisation, based in Athens, Greece, specialising in social entrepreneurship, sustainable development and soft skills enhancement for young entrepreneurs.



The **mission** of our organisation is to contribute to the development of social and solidarity economy, both in local and global level. We are committed to contribute to creating a solidarity world and we aim to enhance social consciousness, social entrepreneurship mindset, and sustainable development values by empowering social entrepreneurs, NGOs' staff and young people.

CONNECT WITH US



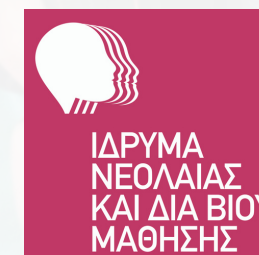


SEE YOU IN GREECE!

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