

B.E.YOU PROJECT

TRAINING METHODOLOGY



Prepared for

**B.E.YOU'S PROJECT
TRAINING**



Co-funded by
the European Union

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CONTEXTUALIZATION

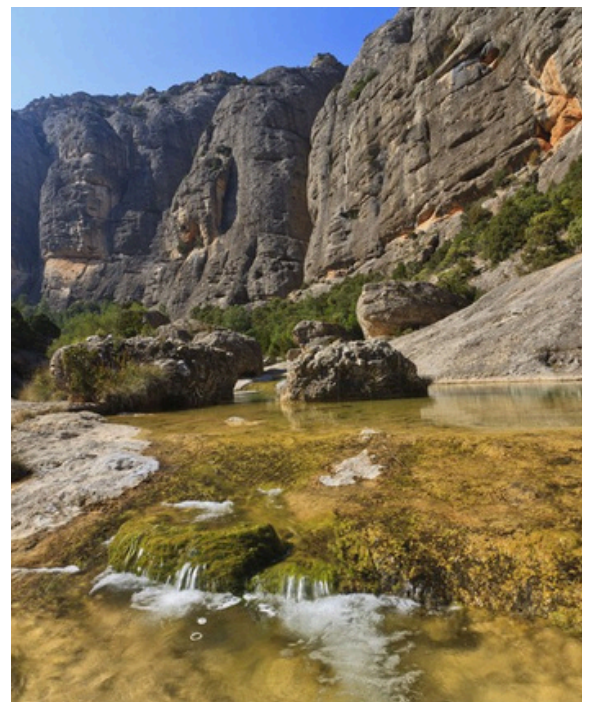
Rural areas suffer from obstacles in relation to employment and career advancement. Young people in these areas, where the labour market and the opportunities are constrained, are doomed to suffer serious social and economic repercussions. Among them we can find heightened unemployment, lower incomes and their migration to urban areas where they can contemplate better prospects. Additionally, the scarcity of specific skills among rural youth exacerbates these issues, given the fact that such skills are essential for most available jobs.

In this sense, some statistical studies by Eurostat allow us to contemplate a little better the dark reality suffered by our young people in Bulgaria, Spain and Europe in general. The **European Union**, according to data from July 2023, has a **13.9% youth unemployment**, more than 7 points above the general unemployment rate. At a national level, **Bulgaria and Spain** have a youth unemployment rate of **12.20% and 27%** respectively. Being a little more specific at the regional level, the **Catalan** government indicates a **youth unemployment rate of 16.9%** while the rural area of **Gotze Delchev** has **13.3%**

ACTION PLAN

Gentis and ValueMe will contribute to the programme's policy priorities, which are reflected in the B.E.YOU project:

- **Strengthening the employability** of young people, **promoting active citizenship** and young people's sense of **initiative** and youth entrepreneurship
- **Addressing the development of skills**, including digital skills and soft-skills
- **Tackling geographical remoteness** and **involving rural areas**.



The **needs** that both entities have located for our non-formal education training and its respective methodology is the **development of soft-skills and digital skills**, the **promotion of entrepreneurship** and the **knowledge of more local opportunities**, which is why the training will have these 4 learning blocks available.

The objective of this methodological proposal is, above all, to **understand the needs and challenges of rural youth**, to **involve the community** and **create local collaborations**, as well as **developing a personalised educational program** that promotes entrepreneurship, digital skills, soft skills and local market opportunities.



METHODOLOGY

The methodology ensures into account that the training proposal consists of:

FACE-TO-FACE TRAINING (F2F)

- **Duration:** 6 hours.
- **Participants:** 12 counsellors and 12 youngsters.
- **Format:** in-person training sessions aimed at fostering direct interaction, mentorship, and practical engagement.
- **Objectives:** to create a collaborative learning environment where participants can share experiences, gain hands-on skills, and build a supportive community network.



NEEDS-BASED NON FORMAL E-LEARNING COURSE

- **Participants:** 12 young people.
- **Structure:** the course is divided into 4 thematic blocks, each lasting 4 hours, making a total of 16 hours in an online format.
- **Thematic blocks and objectives:**



SOFT-SKILLS

- **Focus:** developing essential interpersonal and intrapersonal skills. **Key areas:** communication, teamwork, tolerance to frustration, and conflict resolution.

BASIC DIGITAL SKILLS

- **Focus:** enhancing digital literacy and competency.
- **Key areas:** leveraging technology for personal and professional growth, understanding digital tools and platforms, and safe internet practices.

LOCAL MARKET OPPORTUNITIES

- **Focus:** identifying and utilising local resources
- **Key areas:** leveraging technology for personal and professional growth, understanding digital tools and platforms, and safe internet practices.

ENTREPRENEURSHIP AND SELF-EMPLOYMENT

- **Focus:** fostering entrepreneurial thinking and skills. **Key areas:** business planning, financial literacy, marketing strategies, and management skills for starting and running small businesses.

THE KEY ELEMENTS

BLENDED LEARNING APPROACH



- **Integration:** combining face-to-face sessions with e-learning modules to provide a comprehensive learning experience.
- **Flexibility:** allowing participants to balance their training with other responsibilities, facilitating access to learning materials anytime and anywhere.

COMMUNITY INVOLVEMENT



- **Engagement:** actively involving local businesses, organisations, and stakeholders in the training process.
- **Collaboration:** creating partnerships to provide real-world insights, mentorship opportunities, and potential job placements for participants.

ASSESSMENT AND FEEDBACK



- **Continuous evaluation:** regular assessments to monitor progress and provide feedback.
- **Feedback mechanisms:** surveys, interviews, and focus groups with participants to refine and improve the training program.

SUPPORT SYSTEMS

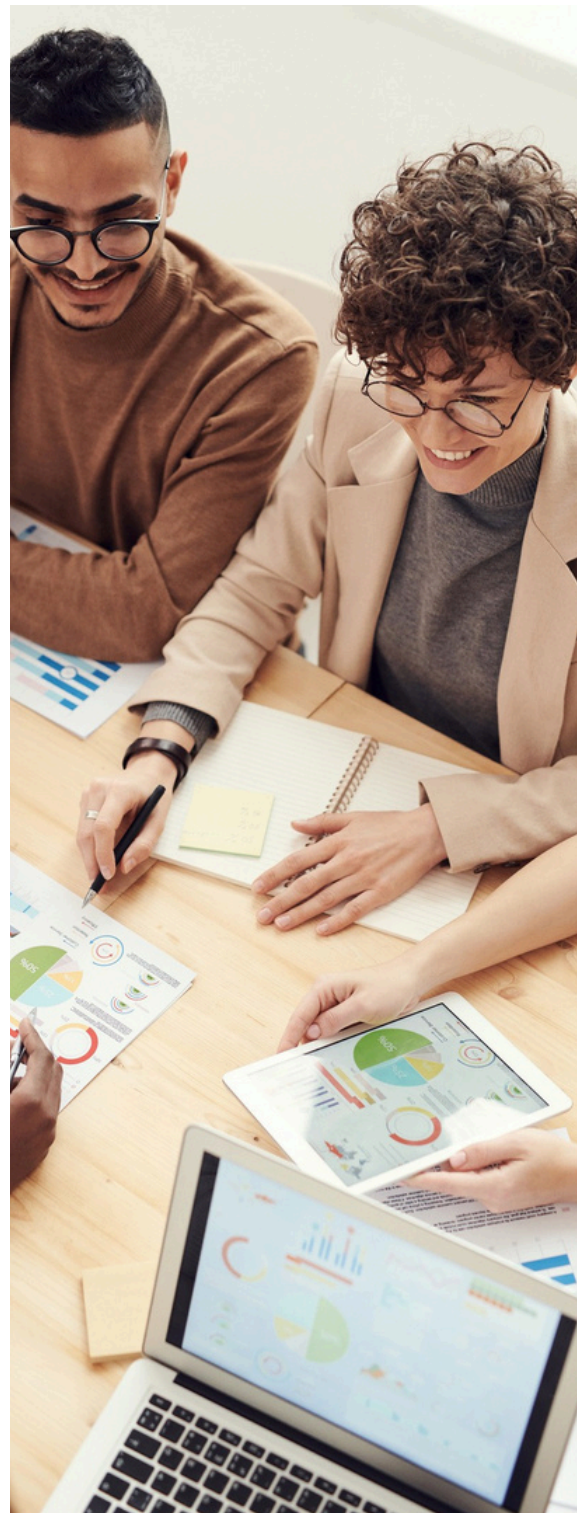


- **Counselling and mentorship:** providing ongoing support through counsellors and mentors from the Y-DEN HUBs to assist participants in their personal and professional development.
- **Networking opportunities:** facilitating connections with peers, professionals, and potential employers through the Y-DEN HUBs.

OUTCOME MEASUREMENT



- **Indicators of success:** tracking employment rates, entrepreneurial activities, and skill enhancement among participants.
- **Long-term impact:** evaluating the sustained impact on the community and participants' career progression over time.



FACE-TO-FACE TRAINING (F2F)



6 HOURS 

Preferably divided into two 3-hour sessions

MATERIAL 

Classroom or office, computer with internet connection, projector or screen, pens and paper

OBJECTIVES 

Introducing the programme, establishing bonds and getting to know each other

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SESSION 1

1. PRESENTATION OF THE PROJECT (15 min)

a. Introducing the general context and objectives of the project

b. **Format:** PPT presentation

2. PRESENTATION OF THE PARTICIPANTS (45 min)

a. **Ice breaking dynamics with Bingo to discover information about each person: names, age, population, hobbies and studies...**

b. **Format:** a Bingo sheet for each participant, pens

EACH PERSON WILL BE GIVEN A SHEET WITH INFORMATION ABOUT EACH PARTICIPANT. THE PARTICIPANTS HAVE TO USE QUESTIONS TO FIND PEOPLE WHO ANSWER EACH OF THE BOXES. WHEN SOMEONE HAS EVERYTHING 'CROSSED OUT', IT'S A BINGO!

CONTENTS

3. THE NEEDS OF THE PROJECT (40 min)

a. Analysis of the needs of our rural areas

- i. Presentation of statistics related to each territory: employment, studies, youth employment, school absenteeism... (30 min)
- ii. **Format:** PPT presentation + discussion/comments
- iii. Break (10 min)

4. WHAT CAN WE DO? Introducing the content of the blocks (1:20h)

a. Block 1: transversal and soft-skills (40 min)

- i. What are transversal and soft-skills?
- ii. How do they affect our personal and working environment?
- iii. Debate: the aim of the debate is to create a need to improve the level of transversal skills to improve employability
- iv. Presentation of the content of the block
- v. **Format:** PPT presentation + discussion/comments

b. Block 2: basic digital skills (40 min)

- i. Why are digital skills necessary?
- ii. How do they affect our personal and working environment?
- iii. Debate: how has life changed thanks to digital tools? Is it necessary to master them for our personal and professional development?
- iv. Presentation of the content of the blocks
- v. **Format:** PPT presentation + discussion/comments



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SESSION 2

5. BRIEF REVIEW OF THE PREVIOUS DAY'S CONCLUSIONS (10 min)

a.**Format:** PPT presentation + discussion/comments

6. WHAT CAN WE DO? Introducing the content of the blocks (1:30h)

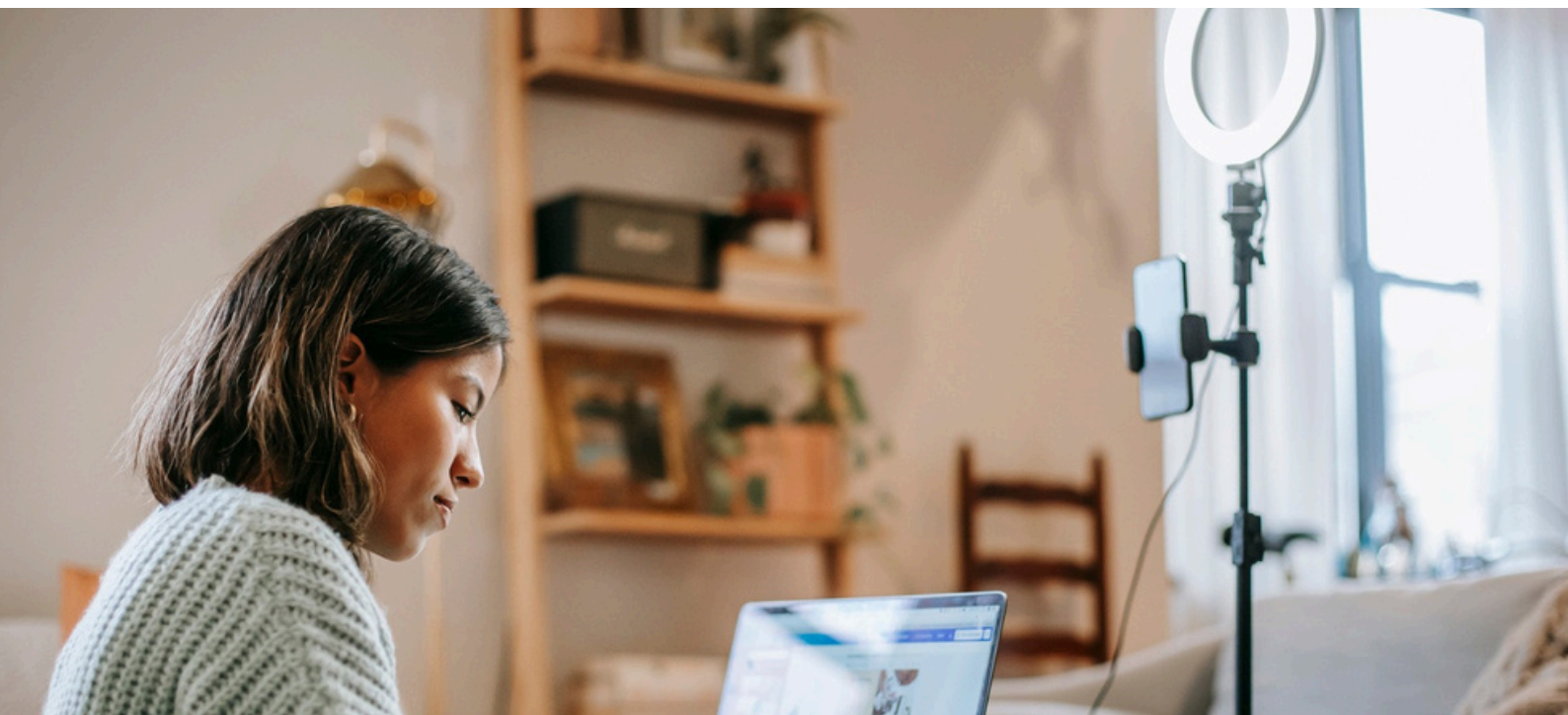
a.**Block 3: local market opportunities (40 min)**

- i.What do we know about the companies in our environment? Discussion and analysis of the territory: what companies do we know, what companies are in our area, what is the main economic activity (20 min)
- ii.Presentation of data on the labour environment: number of companies, sectors, type of company, active people, demand for offers...
- iii.Presentation of the content of the blocks
- iv.**Format:** PPT presentation + discussion

b.**Block 4: entrepreneurship and self-employment (40 min)**

- i.Discussion: what is our concept of entrepreneurship?
- ii.Presentation of the situation of self-employment and entrepreneurship in the territory
- iii.Presentation of the contents of the block
- iv.**Format:** PPT presentation + discussion/comments

c.**Break (10 min)**



CONTENTS

7. GROUP DYNAMICS (1:00h)

a. Proposed dynamic: the baggage

- i. In groups of four people: destination. What do we want to achieve (find a job, more training...)?
- ii. What do we need? In our own suitcase, we have to put the necessary things/competencies/skills... to get to our destination
- iii. Presentation of the final conclusions by the small groups to the large group
- iv. **Format:** PPT presentation + discussion



8. FINAL CONCLUSIONS (20 MIN)

a. Explanation of what the course will be like

- i. Visit to the interactive spaces
- ii. Deliveries
- iii. Follow-ups and incidents
- iv. **Format:** PPT presentation + discussion

b. Final expectations

- i. Explanation of the learning outcomes and their application to the labour and personal environment

c. **Format:** PPT presentation + discussion/comments

CONTACT US



B.E.YOU PROJECT

Web page
B.E.YOU

ValueMe (BG)
Web page

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Web page