



Erasmus+



Personal Branding 4EUth Employment KNOW YOURSELF BRAND YOURSELF



PROLOGUE

Know yourself, Brand yourself!



In Ancient Greece, Socrate's famous saying was "Know yourself".

Personal Branding is an umbrella concept for getting to know yourself and your aspirations. It is about discovering the mark that you leave behind and inspires others to follow you.

The idea of this project came as a response to the question "What do I have to offer to the world?" and suddenly developed into something bigger. With this project I discovered my true passion and my real power of making a positive change in people's life.

This project is designed to bring you closer to your real self and challenges you to get out the BEST IN YOU. It has its own brand that grew stronger year after year. You can speak about it but no one will understand.

Personal Branding is a life changing experience that you can understand only when you live it.

Andreea Munteanu

Summary

About the project	pag 1-3
About Coaching 4EU	pag 4-5
Personal Branding Editions	pag 6-22
Methods	pag 23-28
Testimonials	pag 29-37
Youthpass	pag 38-39
Partners	pag 40-44



About the project

“Personal Branding 4EUth Employment” is a project aimed to overcome youth unemployment in Europe initiated by Association Coaching 4 EU (Romania).



This idea appeared in the context of high youth unemployment rates in Europe (where 1 in 5 people under 25 cannot find a job), in accordance with the priorities of the European Commission and Europe 2020 strategy of improving employability in Europe.

The project is based on non-formal education and it is addressed to unemployed young people who are looking for a job. The activities of the project were meant to develop employability skills of young people like: making a CV, going for an interview, self-presentation, public speaking, teamwork, communication.

“Personal Branding 4EUth Employment” was financed by the European Commission, as a Youth Exchange Program in 2013, 2014, 2015 in Spain and Romania. In November 2015, the project was financed by Erasmus+ program as a Training Course .



Erasmus+

Coaching 4EU



So far, we count the following editions:

- 1) Personal Branding 4EUTh employment, TC, Romania, 2015
- 2) Personal Branding 4EUTh entrepreneurship YE, Spain, 2015
- 3) Personal Branding 4 my international experience YE, 2014
- 4) Personal Branding 4EUth employment³ YE, Spain, 2014
- 5) Personal Branding 4EUth employment YE, Romania, 2013



The project in numbers:

- 2 countries that hosted the project
- 3 years of running
- 5 editions
- 8 partner countries
- 50 days of non-formal education
- 100 participants from 9 different



countries:

Countries	Total participants
Romania	38
Spain	34
Greece	14
Italy	10
Latvia	8
Poland	7
Croatia	2
Cyprus	2
Bulgaria	2



About Coaching 4EU

Coaching4EU is a non-governmental organization registered in Cluj-Napoca in 2013, Romania, with activity at European level.

The aim of our organization is to empower people for European experiences in order to improve employability in Europe.



The objectives of our organization are to:

- To create and organize projects for personal and professional development of young people in Europe for increasing their employment.
- To offer career coaching, training, and support for people's empowerment.
- To use and promote non-formal education as a tool for learning and development;



- To facilitate the access to European experiences according to people's career profile by providing opportunities and offering support;
- To prepare youth workers to become specialized in coaching and training for obtaining the capacity of building organizations.

We work with young people, people with few opportunities, at risk or youth workers as well as with other NGO's, institutions or companies.

We base our activities on coaching, training and non-formal education.

We work on topics as Empowerment, Entrepreneurship, Employability etc.



PERSONAL BRANDING EDITIONS

Personal Branding 4 EUth Employment – CLUJ-NAPOCA 2013

The story of the project began in 2013 in a fairy-like place surrounded by the green nature of Romanian landscapes in the heart of Transylvania, Somesul Rece. A first group of 21 young persons from Romania, and Catalonia, participated in 9 days of activities, from the 29th of July to the 7th of August 2014, in order to create and develop their PERSONAL BRAND.



The major theme of the project was the issue of employability among young people who are living in European countries affected by the economic crisis, such as Romania and Spain.

The aims of this YE were:

- To approach the employability issue of youth in Europe
- To create an exchange space of participants culture, experiences and abilities



- To help youth develop their employability skills and create their own personal branding
- To learn how to link personal skills with opportunities



The activities of the project were based on non-formal education, involving short training sessions, workshops,



debates, group work, work place visits, cultural events, night parties and city visits simulations, energizers and games.

The activities included several sessions like: Training personal Branding- the way to jobbing, Create your personal CV, Pre-interview preparation, Role playing, Job hunting, Open Space, Networking, Office Party, Movie night etc.



In this Youth Exchange took part 20 youngsters took part in this aged between 18-26 students in the last year of studies or graduates looking for a job, from Romania and Spain, Catalunya.

The exchange was coordinated by The Organization of Babes-Bolyai University Students – OSUBB from Cluj-Napoca in partnership with Fundació Catalunya Voluntària from Barcelona.

Results of the project:

- A new team for future projects
- 3 youngsters created their own projects and started to work on the next Personal Branding project
- Better prepared youth for the job market
- Testimonials of the participants & interviews
- Blog of the project

This project was financed by the Youth in Action Programme, Action 1.1.



Team of the project:

Andreea Munteanu- Facilitator and group leader

Silviu Calin- Facilitator and group leader

Emil Matoianu-Spanish group leader

Carmen Martinez- Spanish group leader



Personal Branding 4 EUth Employment - Barcelona Edition, 2014

The story of the project continued with the 2nd edition of Personal Branding 4 EUth Employment YE in beautiful Barcelona, next to the warm waves of the sea from Vilanova i la Geltrú.

The project took place from 31 July to 7 August 2014 and got together 21 young people from Romania, Greece and Catalonia during 8 days of activities in order to create and develop their PERSONAL BRAND.



The Project was a youth exchange on Erasmus+ program, and kept its aim of developing employability skills of young people in order to help them find a job in Europe.



Objectives:

- To Empower young people to create their own Personal Branding and improve their profile on the job market.
- To Prepare young people to create their own Europass CV.
- To Develop abilities for self-presentation for a job interview.
- To Exchange ideas and experience to find solutions for the youth unemployment issue.
- To Inform youth about the Erasmus+ opportunities.

The activities of the project were built on non-formal education. Sessions like “how to conduct a job interview”, “how to make the Europass CV” or “how to certify your strengths” and “my ideal job” were part of the program.

Results

- testing the method of “my ideal job”
- 5 people leaded their own project addressed to unemployed youth in the same year
- photos and videos from the film festival
- development of the Personal Branding Pyramid model
- Testimonials of the participants



Personal Branding 4EUth Employment – BARCELONA 2014 was coordinated and hosted by Fundació Catalunya Voluntària (FCV) from Catalonia in partnership with Coaching4EU Association from Romania and United Societies of Balkans (USB) from Greece.

Team of the project:

Andreea Munteanu- program coordinator and facilitator

Lluc Marti- project manager and facilitator

Andreea Salvan- Romanian group leader

Melissourgos Giorgos- Greek group leader



Personal Branding 4EUth Employment- Cluj-Napoca, 2014

Personal Branding for my international experience

In the autumn of 2014, the project took a different shape, under a special edition” Personal Branding for my international experience”, in Romania, in the center of Cluj-Napoca.

This project was written and prepared by 2

participants from the first edition who felt inspired and wished to continue the Personal Branding Story.

The YE lasted 6 days from 3 to 9 November 2014 and was addressed to young people that had an international experience before but were in unemployment situations.





The objectives were:

- To guide 36 youngsters from Latvia, Italy and Spain in using the knowledge and skills acquired during their international mobility to maximize their chance of finding employment.
- Developing the ability to identify, disseminate and use the skills acquired during their mobility at a potential workplace.
- Encouraging participants to promote the idea of international mobility in their home countries . Helping youth to create a personal brand for them by self-identification with their mobility experience.
- Creating a brochure to promote mobility and its impact on future careers

Results:

- A brochure to promote European opportunities for Youth
- Videos and testimonials
- Life changing experience for some participants
- 1 participant from Spain started to work on the next Personal Branding project



The project was coordinated by Societatea Studenteasca de Stiinte Politice, Cluj-Napoca, Romania in partnership with ADEFIS, Madrid, Spain and Esi labs, Latvia.

This project is financed by the Erasmus + program of the European Commission.

The team of the project:

Andreea Munteanu- Facilitator

Doru Dirjan- Facilitator and Romanian group leader

Madalina Hodorog & Calin Cretu- project designers

Silviu Calin- project manager

Marco Dimola- Italian group leader

Roberts Jurkevics- Latvian group leader

This brochure was a result of the project above made by Marco Dimola

Erasmus+

Official web page of the program Erasmus+. The new Erasmus+ programme aims to support actions in the fields of Education, Training, Youth and Sport for the period 2014-2020.
http://ec.europa.eu/programmes/erasmus-plus/index_en.htm

Erasmus+ Programme Guide (version 3, 2015)
http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf

Database of European Voluntary Service accredited organisations
http://europa.eu/youth/evs_database

Database of Volunteering Opportunities
http://europa.eu/youth/vp/opportunity_list_en

SALTO-YOUTH.net is a network of 8 Resource Centres. It provides youth work and training resources and organises training and contact-making activities to support organisations and National.
www.salto-youth.net

Eurodesk - the main provider of information on European policies and opportunities for young people and those who work with them.
www.eurodesk.org

Sharing volunteer opportunities and projects for EVS in Europe.
www.youthnetwork.eu

EURES helps workers to cross borders.
<https://ec.europa.eu/eures/eng/learnmore.htm#en>

This brochure is one of the result achieved in the European Youth Exchange (Erasmus+): **Personal branding for my International Experience**
Know yourself, Brand yourself - International
 3th to 9th November 2014, Cluj-Napoca, Romania
<http://personalbranding4euth.wordpress.com>

This project is promoted by:

Societatea Studenteasca de Stiinte Politice Romania, www.ssspubb.wordpress.com
Associazione di Promozione Sociale Joint Italy, www.associazionejoint.org
ADEFIS
 Spain, www.adefts.org
Esi labs
 Latvia, www.esilabs.lv

Program partner:

Coaching 4 EU
 Romania, <http://www.Coaching4EU.eu>

Special partner:

Fundació Catalunya Voluntaria
 Spain, www.fundaciocatalunya.com



CarpEuropeDiem
 Volunteering-Training-Jobs
 for young people in Europe

TIC TAC
YOUTH
OPPORTUNITIES



Tests for career profiling:

Test Mayer Briggs: Based on Carl G. Jung's theory of psychological types [Jung, 1971], you can find out what's your preference of general attitude: Extraverted vs. Introverted, Sensing vs. Intuition, Thinking vs. Feeling, Judging vs. Perceiving.
www.humanmetrics.com/cgi-win/JTypes1.htm

RIASEC - What career best fits your personality? This free career test can give you insight into your career personality. Based on a characterization of your personality in terms of Holland Code personality types, you will learn what kind of work environments and occupations suit you best.
www.truity.com/test/holland-code-career-test

The **Big Five Personality Traits** model or the model "The Big Five", credited by Lewis Goldberg (1990s) it is now a broadly respected personality scale, which is routinely used in business and in psychological research.
www.researchgate.net/publication/228222227

Work values. Find out what is important for you in performing your job.
www.123test.com/123-test-work-values-test/

DISC personality test lets you determine your DISC type and personality profile quickly. Find out how the DISC factors, Dominance, Influence, Steadiness and Compliance predict your behavior towards others and the everyday things you do.
www.123test.com/123-test-personality-test/

Career international - employers all over the world. You can find jobs, news, employers.
www.careersinternational.com

Career Stuff

Eurodesk - the main provider of information on European opportunities for young people and those who work with them.
www.eurodesk.org/e4desk/

EURES - one of the most visited portals for finding a job in Europe.
www.eures.europa.eu

EPSO. Careers in European Union Institutions (European Parliament, European Council)
http://europa.eu/epsa/index_en.htm

United Nations gateway for **humanitarian and development jobs**.
<http://reliefweb.org/>

Employment opportunities, more than 2 million jobs around the world.
www.findemployment.com/en

Careers Europe - information on study, work and training opportunities in Europe.
[www.careers.europa.eu/en/index.php?group=1](http://careers.europa.eu/en/index.php?group=1)





Web portal aims at providing International Scholarships, Trainings & Conferences, Jobs & Internships, Grants, Contests and Volunteering.
www.nitad.info

HelpX - hosting that invite volunteer for short-term in exchange for food and accommodation.
www.helpx.net

Workaway is a website set up to promote fair exchange between budget travelers, language learners or culture seekers.
www.workaway.info

WWOOF is an exchange - in return for volunteer help.
www.woof.net

Find job in Brussels
http://www.eurobrussels.com/jobs_at/Euros_Agency/5976

Academic positions and science jobs
<http://academicpositions.eu>



Personal Branding 4 EUth entrepreneurship BARCELONA 2015

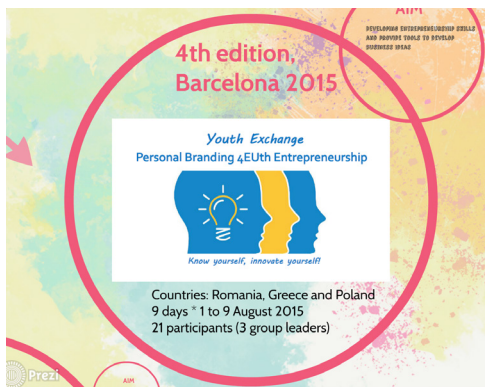
Personal Branding 4EUth entrepreneurship

This was a new edition of the project named Personal Branding 4 EUth entrepreneurship financed by Erasmus+, as youth exchange in BARCELONA, Spain.



This YE was written and prepared by FCV and one participant of the 3rd edition of the project.

The YE took place from 1 to 9 August 2015 and got together 21



young people from Romania, Greece, Poland and Catalonia in a wonderful place next to the sea of 'Molí de Mar' in Vilanova i la Geltrú.



Objectives:

- Exchange ideas and experience to find solutions for the unemployment issue from an European perspective.

- Empower young people to identify and create their own personal brand and offer them tools to promote it efficiently.

- Make young people aware of and use their digital identity.

- Encourage young people to become entrepreneurs and provide the tools to develop business ideas.

- Promote solidarity, exchange and cooperation among young people at European level.

- Promote solidarity, exchange and cooperation among young people at European level.



The activities of the project are built on non-formal education and contain cultural presentations, open discussions, creativity exercises, peer working, using methods as role playing, interview simulation, open space etc.



Results:

- Videos of 4 business ideas
- 3 participants that became volunteers
- Photos
- Testimonials of the participants
- Personal Branding Global Project Strategy



This project was coordinated and hosted by Fundació Catalunya Voluntària (FCV) from Catalonia in partnership with Coaching4EU Association from Romania, United Societies of Balkans (USB) from Greece.

Team of the project

Lluc Marti- project manager and facilitator

Karen Tejero- project designer

Andreea Munteanu- facilitator and Romanian group leader

Melissourgos Giorgos- facilitator

Anna Woloszcz - Polish group leader

Vasia Kalopita- Greek group leader



Personal Branding 4EUth employment TC

This project has its own brand and its own personality.

In 2015, the project grew up and brought a new promise of value as a Training Course.



This training took place in Romania, city of Cluj-Napoca, the European Youth Capital in 2015 from 6 to 13 October. 20 youth workers from 8 countries (Romania, Spain, Croatia, Cyprus, Bulgaria, Greece, Italy, Poland) got involved in the activities

The aim of the project was to empower active youth workers in order to develop programs for youth employment in their home organizations.



The objectives of the training were:

- To understand the employability needs of young people in the most affected countries
- To improve the skills for reflection, presentation and promotion of 20 youth-workers
- Improve, share and practice Personal Branding model as a tool
- To find new solutions for youth unemployment and promote EU cooperation for Cluj-Napoca European Youth Capital 2015.
- To empower 20 youth-workers, facilitators or social workers to develop new programs for working with unemployed youth.

Results:

- Empowered youth to work with Personal Branding model
- 3 youth workers that led their own Personal Branding workshops
- New perspectives for a more complex project
- First step for a cross-sectorial cooperation



This project was organized by Coaching 4EU Association from Romania in Partnership with: Fundació Catalunya Voluntaria (FCV), Catalonia, United Society of Balkans from Thessaloniki, Greece, Fundacja Tkalnia Rozwoju from Poland, Join Association from Italy, NECI from Cyprus, VIA CIVIC from Bulgaria, Ocean Znanja from Croatia.

Team of the project:

Andreea Munteanu- project coordinator and facilitator

Doru Dirjan- Trainer

Flavia Stoia - volunteer

Florin Palcău - volunteer

Cătălin Weinmuller - volunteer

Elena Ursu - volunteer



Methods

How we work...

The activities of the project are build on non-formal education. The training is based on principles like self-directed learning, learning by experience, action and reflection. Bellow we present some of the methods of the project:

1. My ideal job

This is a mental an imagination exercise designed as a journey. The participants are split in groups and have to pass from one station to another. At each station they meet a facilitator who leads their reflection process in order to help them to get the mental picture of their ideal job.

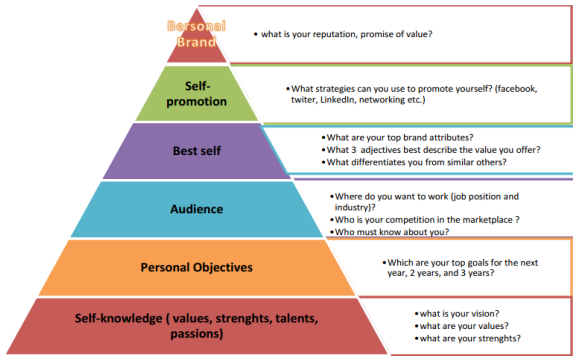
For more practical people, we used the method according to the graphic bellow:





2. Personal Branding Pyramid

This was a model that we created during the several PB projects as a base for our learning process in the creation of a brand.



3. Personal Branding statement

A personal statement is a simple and clear phrase, meaningful about the value that one can bring for the world. This activity is based on reflection through questions like: what people will talk about you when you leave the room?

4. Europass CV

In Europe, the Europass model of the CV is the most common one. In this activity the young people were guided to create their own Europass CV, taking into account some tips and tricks from the advice of an HR expert.

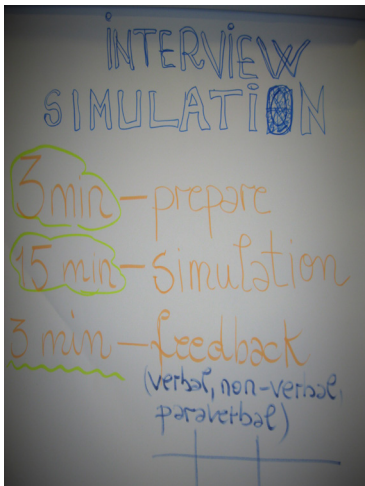


5. Creative CV

Usually we have to adapt the type of CV we make to the type of job we apply for. For this reason we analyzed some creative CV examples, provide tips and tricks and encouraged the participants to make a creative CV in a practical workshop.

6. Interview simulation

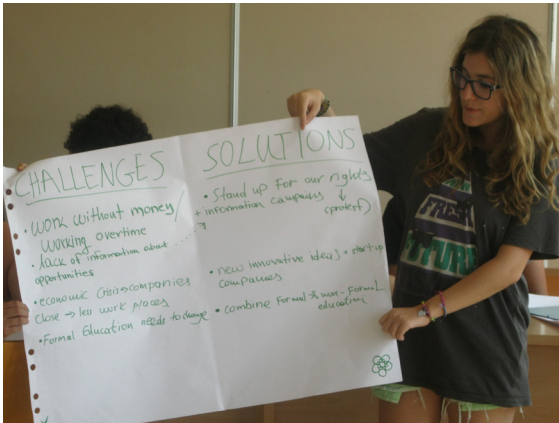
This is a simulation exercise which aims to prepare the young people for a real job interview. Working in pairs the participants have to make a script interview and to pass from the role of an interviewer to the one of a job candidate. An external observer will provide feedback about the verbal and non-verbal language of the candidate.





7. Overcoming unemployment

Based on official data and reports, the participants have to discuss about the employment situation of youth in each country. In the end the groups have to make a list of problems/challenges that youth face in finding a job and propose solutions.



8. Buddy system

This method is based on a partnership between two participants who will work together in supporting each other for the accomplishment of one objective they have. At the end of the training days the progress is evaluated.

9. Elevator pitch

The task is to make a 30 seconds presentation in short lines



about a project idea in front of a business man they meet in the elevator in order to convince him to invest in their cause. This method brings challenge in the minds of the participants forcing them to be short and meaningful in promoting their ideas.

10. Creative market

In small intercultural groups, the participants receive the task of making an advertising campaign for a common object: a plastic bag, a scissor, an agenda etc. They have to think about an uncommon use of the object and promote it as being an amazing product following some rules of marketing strategy.

11. Movie making

This activity was designed for the development and practice of the digital skills of young people. Along several editions of the project the activity took different shapes, for example as a film festival or as a contest in promoting the best business ideas.

12. Dixit method

The dixit cards were the star of the project. Each time we created different environments to stimulate the capacity of the participants to express their thoughts and their feelings. Dixit cards were used for feedback, for life sense making or storytelling.



13. Coaching

As a base for the most important activities described above, we used coaching as a technique to empower young people and support their development. Coaching methods were put in practice through questioning, imagery, action planning etc.

Note! All the time these methods are put into practice by passionate trainers who are able to transmit the vision of the project.

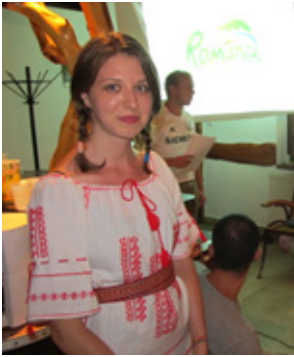


It's all about the experience...

Participant's testimonials

1st edition

Personal Branding 4 Euth Employment, Cluj – Napoca, 2013



“For 10 days, at the end of which activity, each game, each intercultural activity, I always asked myself if there is something new that I have learned there. At first, it was only one word, but analyzing all the project at once, I find myself discovering lots of new things

because of the project. However, it is important to mention here that the word “new” does not always mean something that I have never knew before, but something that has new perspectives.

- I learned that speaking in public is not something that you should be afraid of.
- I learned that when you want to write your CV you must create something new that points to YOUR brand.
- It is not very easy to just be yourself, because we are in-



fluenced by lots of outside ideas. However, we must BE OURSELVES.

- Discovering new characteristics about different cultures is a long-term process that never ends.
- Having a successful professional life does not necessary mean that you are happy. On the contrary, having a balance between your personal and professional life makes a person happy.”

Mădălina Hodorg, România



”Romanian are hard-workers, efficient and work cheaply. We decided that it is useful to know how foreign people see us in order to have perspective. At the end of the morning we saw two motivational videos that expressed the idea that we should follow what we want and don’t give up and later we could taste “Mamaliga”.”

Maria & Carolina Sanchez, Spain



2nd edition

Personal Branding 4 EUth Employment, Barcelona Edition 2014



”I will end this “bragging-about-the-best-summer-of-my-life” summary with a little advice: never underestimate what you can do! I really think this is my philosophy from now on, and with this in mind, your attitude can change for the best. Before this summer I never knew I can get through 7 days with just 22 hours of sleep cumulated and also being the most energetic person in one international group.”

Flavia Stoia, România



”Everything seemed familiar to me in everyday life, the people, the shops, the culture. You could feel the Mediterranean vibe all across the country. However, you could easily spot the slight differences between our cultures and the huge differ-



ences that makes you feel that you are in a magical place. Villanova il Geltu Festival was the total evidence about that.

I could see the human tower being formed. First floor. OK something easy. Second one. Nah, easy stuff. Third, OK things are getting serious. Fourth, what is going on? How are they doing it? Fifth, Sixth, Catalans are CRAZY!!!

I really loved Catalonia and its crazy people. I wish that one day I could live there...”

Giorgos Melissos, Greece

3rd edition

Personal Branding 4 my International Experience, Cluj-Napoca, 2014



”I think the “definition” comes from somewhere, where you as a human being have to fit in the new place, with new people, and new schedule, everything that’s new from that “first day”.”

Elena Ursu, România



”Finally this youth exchange was very important for all the participants, because many of us become able to orient better about our career aspirations and actively participate in job search. I really recommend you to live this kind of experience

if you want to know more about you and your professional aspirations!”

Karen Salas Tejero, Spain

4th edition

Personal Branding 4 EUth Entrepreneurship, Spain, 2015



”It was a unique experience, I meet wonderful people. Us, the romanians, not to brag but we were always the soul of the party. We were the one to say to go and have a drink on the beach, to have fun. I’m glad i was part of the program and i want to



thank miss Claudia Chiorean, Andreea Munteanu, Mădălina, Elena and Florin. They were the best “national teammates”.”

Cătălin Weinmuller, România



“Barcelona and Vilanova i la Geltrú certainly remain very special cities for me. It started to be interesting when activities began. I felt fear to share my ideas especially in front of people from different cultures, fear because I could tell some-

thing wrong and the rest could have reacted in a negative way. But luckily I felt the opposite of what I expected because nobody was judging I met wonderful people with a very open mind.”

Palcău Florin, România



5th edition

Personal Branding 4Euth employment Training Course, Cluj-Napoca, Romania



“Did I mention that part of the reason why we felt so refreshed was due to the fact that the activities were held in an ancient castle in the center of Cluj-Napoca? There you have it: a group of people engaging in non-formal education and bonding while they are at it, plus the atmosphere preserved in this magical place- what more could you possibly ask for?

You could ask for anything. Absolutely anything, without exaggeration. Dare to dream, dare to be yourself and pursue your dreams while using all the tools you have because you are lucky-lucky to have them, lucky to be unique. All you have to do now is to show it to the world. So go, go and brand yourself in the best way you possibly can and good luck!

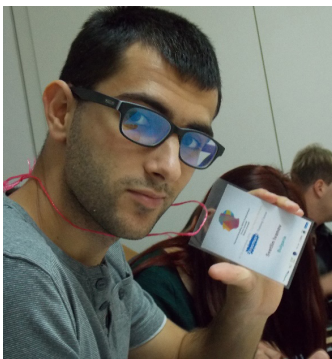
Petya Natcheva, Bulgaria



“On a personal level, it has been a busy week. Lots of emotions, thoughts, introspection, and openness. Connecting with newly made acquaintances. Meeting very similar souls who are searching to know themselves. Discovering new paths, exchanging stories. Sharing, learning, and growing.

Returning home wiser, stronger, more prepared to help move society, who are committed, who work for the future. I am very grateful for this experience and I am proud to have been part of this project.”

Anna Tortolero, Spain



“We live in a world where everything from the coca cola bottle to the politicians dressing style is marked by branding. We are being aggressively attacked by ads of all kinds, trying to have effect on us. Nowadays there are philosopher who argue that



even the religion is a kind of branding. Religion is an advertisement campaign for a product that does not exist, they say. Everybody has it's own agenda. And the problem is... sometimes we do not really speak the same language. This is what basically happened at the beginning of October 2015 in the European Youth Capital.

Svetlin Ivanov, Bulgaria

Youthpass

As a result of the participation in the project all the participants received a Youthpass Certificate. This certificate acknowledges the competences developed most during the project:

- Communication in foreign languages
- Learning to learn
- Cultural awareness and expression
- Interpersonal competences
- Sense of initiative and entrepreneurship
- Communication in the mother tongue
- Digital competences
- Mathematical competence

Together with other employability skills like: problem solving, decision making, teamworking, self-confidence, self-expression etc.



Youthpass

MOBILITY OF YOUTH WORKERS

Natalija Večerić

BORN ON **23/09/1990** IN **Zagreb, Croatia**

PARTICIPATED IN A LEARNING MOBILITY PROJECT

Personal Branding 4EUth employment.

THE PROJECT TOOK PLACE FROM **06/10/2015**
TO **13/10/2015** IN **Cluj-Napoca, Romania.**

MOBILITY OF YOUTH WORKERS

Learning mobility projects of youth workers support the professional development of youth workers by enabling them to acquire new skills and professional experiences. The projects may include transnational activities such as seminars, training courses, contact-making events, study visits and job shadowing periods abroad. The projects also contribute to strengthening the quality and the role of youth work in Europe.

Erasmus+ is the European Union's programme for boosting skills and employability through activities organised in the field of education, training, youth, and sport. Youth activities under Erasmus+ aim to improve the key competences, skills and employability of young people, promote young people's active participation in the society, their social inclusion and well-being, and foster improvements in youth work and youth policy at local, national and international level.



Andreea Munteanu

Representative of the organisation



This project was financed by the European Commission, Erasmus+ program.



Erasmus+

The Erasmus+ programme aims to boost skills and employability, as well as modernising Education, Training, and Youth work.

Erasmus+ provides opportunities for over 4 million Europeans to study, train, gain work experience and volunteer abroad.

Partners

Fundació Catalunya Voluntaria, Spain

<http://www.catalunyavoluntaria.cat/>



The private foundation Fundació Catalunya Voluntària-FCV is a not for profit independent organization created in 2007, as the initiative of a local youth association which was established in 1999.

Its mission is “to foster active volunteering for positive social change, through non formal learning and as part of the Culture of Peace, in Catalonia and around the world”.

FCV actively promotes solidarity and the Culture of Peace



as tools to transform society and as real opportunities to gain relevant competences. It uses non-formal, intercultural and service-based learning methods to empower young people, according to their personal interests and situation, and works together with young leaders and youth workers, to improve the social impact of the work they are doing as part of not for profit civil society organizations.

After Coaching 4 EU, FCV has been the 2nd organization that most promoted the Personal Branding projects. It has hosted an EVS dedicated to develop the project, has hosted two YE and has been active partner in 2 more, including 1 Training Course and has done workshops on Personal Branding locally.

United Society of Balkans, Greece

<http://usbngo.gr/>



“United Societies of Balkans” is a Non Governmental Organization, founded in Thessaloniki in 2008 by a team of active young people, socially sensitized, and with

rich experience around voluntary programs. Their vision was the



promotion of youth mobility, youth involvement in volunteering and their further sensitizing around social issues. Key areas of the organization's activities concern the defense of human rights, the organization of youth exchanges and training courses, which will bring young people from Balkans and Europe together, the organization of local educational seminars and multimedia production.



Via Civic Association, Bulgaria

<http://www.viacivic.org/>



Associazione JOINT , Italy

<http://associazionejoint.org/>



Fundacja Tkalnia Rozwoju, Poland

<http://tkalniarozwoju.pl/>



Esi labs, Latvia

<http://www.esilabs.lv/>



OCEAN ZNANJA

Ocean Znanja, Croatia

<http://www.oceanznanja.hr/>



NECI, Cyprus

<http://necieu.wix.com/neci>



ONG para el Desarrollo, Formación y Integración Socio - Laboral y Cultural

ADEFIS, Spain

<http://organizacion.edefis.org/>



EDUQ, Poland

<http://www.eduq.pl/>



Local Partners



Cluj-Napoca 2015
Klausenburg
European Youth Capital



FSPAC
Facultatea de Științe Politice, Administrative și ale Comunicării

TURNUL
CROITORILOR



CENTRU DE
CULTURĂ
HIRRANĂ



ADCS
Association for Dialogue, Culture and Sport





Erasmus+

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<https://personalbranding4euth.wordpress.com/resources-pb/>



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