

# LET'S FIGHT AESTHETIC PRESSURE!

14th - 21th of August 2025

(including travel days)

Netherlands. Zeerijp. "Boerderij de Diek'n"

TRAINING COURSE INFOPACK

# ABOUT THE PROJECT


**Let's fight aesthetic pressure** was born, on the one hand, from the idea of building more friendly, safer and braver spaces in the field of youth work. On the other hand, from the firm conviction that our responsibility as youth workers is to offer comprehensive and intersectional education.

Aesthetic pressure is a problematic that most of us have suffered at least once. By acknowledging the issue and embracing our realities within a community, we will fight aesthetic pressure!

## Our aims are:

- To provide you with **in-depth information on the concept of aesthetic pressure**, its main causes and channels, and a number of diverse social, activist and academic role models.
- To provide you with **tools to explore, analyse, identify and reflect on the impact of aesthetic pressure** on their lives in three dimensions: personal, social and cultural.
- To provide you with **guidelines on how to create safer and braver spaces** in a environment of respect and non-judgment to share experience and feelings with aesthetic pressure, self-esteem, self-perception and identity and **methods to put this into practice.**







This project was born out of several talks and multiple real experiences of youth workers, educators in the non-formal and formal education system, as well as the young people we work with. Throughout these conversations and experiences we observed **the need to create fairer, safer and more caring spaces for us as young people** and for our social circles. It is not uncommon to find our own and others' experiences of aesthetic pressure and the **discrimination and violence suffered as a result**. In our daily life as youth workers we witness them and **we have even been and are perpetrators of them**, most of the time unconsciously.

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We made this project because we think there is a **lack of in-depth knowledge about the concept of aesthetic pressure**, the causes of this social phenomenon and who is addressing it through social or educational circles. Young people and youth workers face **difficulties in analyzing and recognizing how aesthetic pressure affects them** at different levels in their lives. This is also due to the lack of spaces for reflection and tools to be able to deepen this process, as well as a **lack of skills for the creation and management of safer spaces where young people can reflect, understand and share their experience** with issues such as aesthetic pressure, self-esteem, self-perception or identity.





# WHAT IS AESTHETIC PRESSURE?

**Aesthetic pressure** is the social pressure we receive from our environment (media, social networks, social circles, etc.) that establish aesthetic canons conceived as valid and aspirational, but which are idealized and unattainable.

Historically, the **discourse of the aesthetic ideal** came to us through traditional media and advertising campaigns. However, in recent years, social media have become the breeding ground for aesthetic pressure. A **showcase of lives and bodies sold as perfect**, far removed from the reality of most young people.

Aesthetic pressure affects young people's lives in various ways.

Some of the **consequences and risks** named by the young people we surveyed are:

- Low self-esteem and self-acceptance and self-hatred.
- Complexes.
- Comparison with other people's bodies.
- Frustration and dissatisfaction at not meeting social standards.
- Isolation and stigma.
- Feelings of inferiority and failure.
- Need for external approval.
- Distorted self-perception.
- Mental health problems, such as depression, dysphoria or eating disorders.
- Consumerism (cosmetic products, treatments).





# THE TEAM

Your lovely trainers during this Training Course



**DAVID**

Trainer and co-writer of the Project.

David is co-founder of Maricuir and youth worker involved in Erasmus+ for more than 12 years as a participant and for the last years also as a writer and facilitator.

He is usually reading and learning about queer things, social justice and utopias.



**ELENA**

Empathy, sustainability and social justice are her main drives when navigating this complicated world. As a youth worker and trainer she works with various non-formal education methods and topics, both with youth and youth workers, such as Theatre of the Oppressed, LARP, Street Campaigning, Sustainability, Intercultural learning, Diversity, Critical Thinking etc.



**ALEX**

They are just starting facilitating and training (and really excited about it!!). They are co-writer of the project too. They're 21 and scout for 11 years.

Last year they finished studying Dietetics and started working with Maricuir. Alex loves fighting for social causes and loves animals.

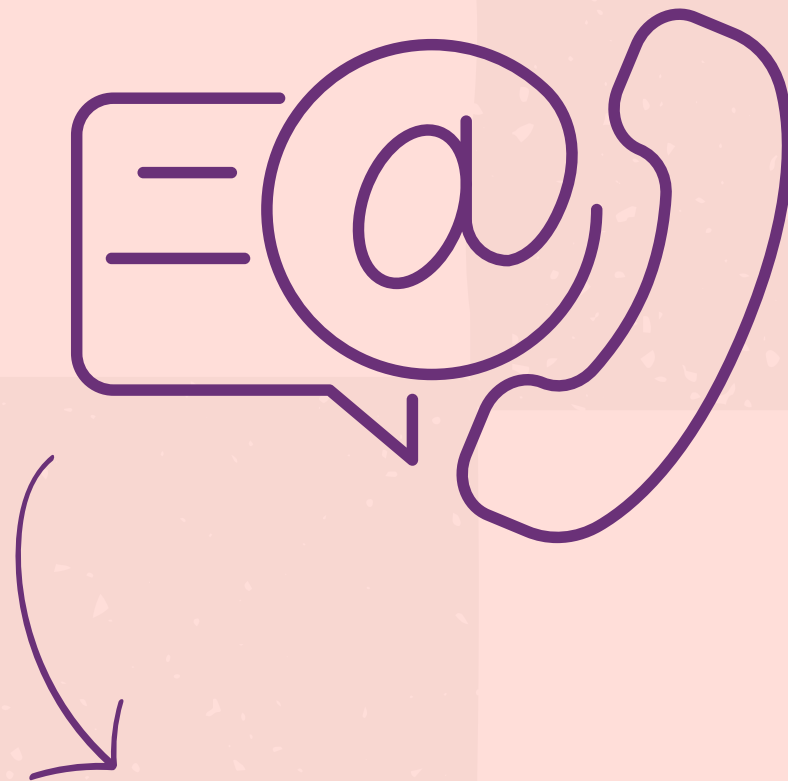
# THE TEAM

Most important people working on the backstage



**ANA**

Coordinator and co-writer of the project. Ana is educator and activist. She is co-founder of Maricuir, where started out as a local activity coordinator, but gradually got involved in Erasmus+. You'll probably find her in feminist, queer, fat or anti-touristification resistance.



Contact here with the organizers:

[info@maricuir.es](mailto:info@maricuir.es)



**NADJA**

She is the organizer of this project and a core member of the host organization. Nadja is responsible for logistics and manages the coordination with the venue. And guess what..., co-writer too!





# PARTICIPANT PROFILE

What characteristics should everyone have?

## ENGLISH LEVEL

At least, to be able to express yourself and understand others.

## AGE

There is no age limit for this Training Course, but everyone must be +18

## YOUTH WORKER

We aim this project to all kinds of youth workers who are regularly working with young people.

## STRONG MOTIVATION

Genuine interest in the well-being of young people and in applying what they have learned in work spaces.

## ABOUT SELECTION CRITERIA...

**Gender balance and fewer opportunities** situations will be taken into account when selecting participants.

We are taking the application process very seriously and we believe in the importance of personal input and honesty in the answers in the application form. Therefore, **we want to strongly discourage of using AI-generated content in your applications.** This can lead to your **disqualification or at least negatively influence the evaluation** of your application.

If you decide to apply, we would appreciate if you approach the application process with **honesty, integrity and dedication.** We are curious about your unique perspectives, experiences and motivations to be part of the training course, and it is of high importance to us.



Maricuir | SPAIN



Teen Spirit | BULGARIA



Magnet | SERBIA

Jong Noord | NETHERLANDS



Raising Dreamers | POLAND

## ***PARTICIPANT COUNTRIES AND OUR PARTNERS***

Please note that if you apply for the project and are selected, you will come with the organisation corresponding to **the country you reside in**. We will put you in contact with them if it's necessary.

Romagna + | ITALY



Finnish Peace  
Committe | FINLAND



Island Hub | CYPRUS

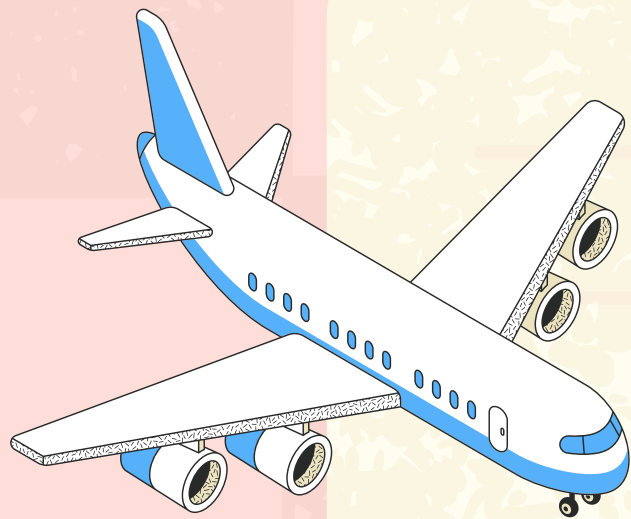


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location

# HOW TO ARRIVE



**PLEASE DO NOT PURCHASE YOUR TICKETS UNTIL YOU HAVE BEEN CONFIRMED AS A PARTICIPANT BY THE ORGANISING TEAM. IF YOU DO SO AND ARE NOT SELECTED, IT IS AT YOUR OWN RISK.**



## AIRPORTS

- Amsterdam Schiphol
- Eindhoven
- Dortmund (Germany)

**KEEP ALL TICKETS AND BOARDING PASSES SO THAT YOU CAN RECEIVE REIMBURSEMENT.**

## TRAINS

From the airports mentioned, there are trains to reach Groningen (look for group tickets, they are much cheaper)



Click on the  
train to get the  
tickets



## VOLUNTEER CARS

From Groningen Central Station, the participants will be picked up by one of our volunteers and brought directly to the venue in Zeerijp



# TRAVEL REIMBURSEMENT


Maximum amount

## NON-GREEN TRAVEL

|             |   |      |
|-------------|---|------|
| Netherlands | → | 28€  |
| Italy       | → | 309€ |
| Spain       | → | 309€ |
| Bulgaria    | → | 309€ |
| Finland     | → | 309€ |
| Poland      | → | 309€ |
| Serbia      | → | 309€ |
| Cyprus      | → | 395€ |

## GREEN TRAVEL

|             |   |      |
|-------------|---|------|
| Netherlands | → | 56€  |
| Italy       | → | 417€ |
| Spain       | → | 417€ |
| Bulgaria    | → | 417€ |
| Finland     | → | 417€ |
| Poland      | → | 417€ |
| Serbia      | → | 417€ |
| Cyprus      | → | 535€ |





# THE VENUE

Free WiFi

Boerderij De Diek'n is located in Zeerijp in the countryside of Groningen. It has several rooms, detached cottages, group rooms, a large hall with stage and bar, a restaurant, a cafe, various terraces and plenty of space for outdoor activities.




The accommodation is located in a very rural area - there are no stores around. In emergency cases, one of our drivers can also drive to the next store and buy whatever is necessary.



Bed sheets and towels are provided.

The rooms will be shared with 2-6 participants from different countries. Each room has its own bathroom.





# WHAT TO BRING?

## FOOD

Food will be provided thrice a day and special food needs will be taken into consideration. Remember to bring some typical food for the Intercultural Night!

## HEALTH

Make sure you have the EHIC (European Health Insurance Card) or something equivalent. Please take the appropriate medication with you and inform about any medical conditions


## MONEY

Life expenses might be more expensive, so you will want to bring all the stuff you need.

The currency in the Netherlands is EURO (€)

## CLOTHES

The weather might change, so we recommend to bring clothes for cold and rain but also for warmer temperature

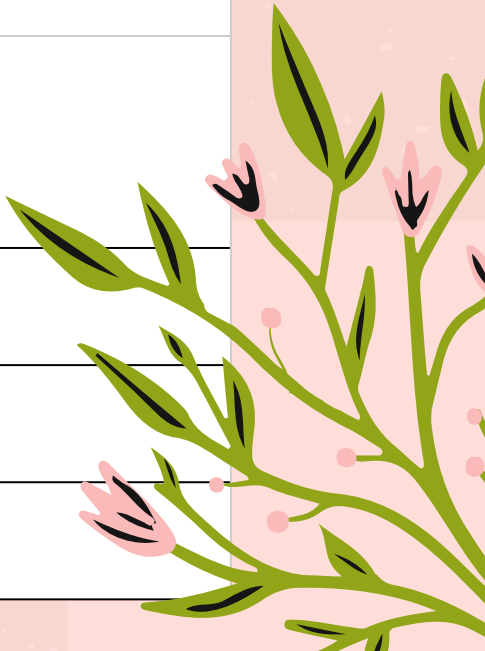






# OUR TIMETABLE

The details of the programme will be provided on the first day of the training course, as we want to adapt it to the learning needs of the participants.

|                            | Arrival Day            | Day 1                     | Day 2                     | Day 3                     | Day 4                     | Day 5                     | Day 6                   | Departure day |
|----------------------------|------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|---------------|
|                            | Breakfast              |                           |                           |                           |                           |                           |                         |               |
| Session 1<br>9:30 - 11:00  |                        | Morning Working Session   | Morning Working Session   | Morning Working Session   | Morning Working Session   | Morning Working Session   | Morning Working Session |               |
| 11:00 - 11:30              | Break                  |                           |                           |                           |                           |                           |                         |               |
| Session 2<br>11:30 - 13:00 |                        | Morning Working Session   | Morning Working Session   | Morning Working Session   | Morning Working Session   | Morning Working Session   | Morning Working Session |               |
| 13:00 - 15:00              | Lunch                  |                           |                           |                           |                           |                           |                         |               |
| Session 3<br>15:00 - 16:30 |                        | Afternoon Working Session | Afternoon Working Session | Afternoon Working Session | Afternoon Working Session | Afternoon Working Session | Free time               |               |
| 16:30 - 17:00              | Break                  |                           |                           |                           |                           |                           |                         |               |
| Session 4<br>17:00 - 18:30 | Welcome!<br>Safe Venue | Afternoon Working Session | Afternoon Working Session | Afternoon Working Session | Afternoon Working Session | Afternoon Working Session | Free time               |               |
| 18:30 - 19:00              |                        | Reflection Time           |                           |                           |                           |                           |                         |               |
| 19:00                      |                        | Dinner                    |                           |                           |                           |                           |                         |               |
| Nights                     |                        | Intercultural night       | Intercultural night       | Movie                     |                           |                           |                         |               |







Feel free to ask any additional questions to the contact email address (mentioned before) asking for Ana if you are not sure if this training is suitable for your learning and professional needs before deciding to apply.

And the last but not the least:

**We want it to be a safe space. No form of discrimination or violence will be tolerated in this project.**

***LINK TO APPLICATION FORM  
(CLICKABLE)***



**APPLY HERE!**