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## Spread the Word

9-16 October 2017

Dresden, Germany

Bulgaria / Cyprus / Denmark / Germany / Greece / Hungary / Italy / Latvia / Portugal / Romania / Spain / United Kingdom



JUGEND- &  
KULTURPROJEKT E.V.

funded by:



Erasmus+

# Info Pack

## **JKPeV Team – Project Coordinators:**

Stefan Kiehne                      +49 (0) 17 696 212 347      [kiehne@jkpev.de](mailto:kiehne@jkpev.de)  
Myrto-Helena Pertsinidi      +49 (0) 17 699 122 209      [myrto.pertsinidi@jkpev.de](mailto:myrto.pertsinidi@jkpev.de)

**Stefan Kiehne** is the Chair of [Jugend- & Kulturprojekt e.V.](#) and his main role in the association is project and logistics management, including the coordination and financial management of the association's projects as well as the promotion of the association's projects and events. Stefan studied Political and Social Sciences at the Technical University of Dresden and has worked in youth centres in Freiberg since he was eighteen years old organizing cultural events for the local community. He founded the association in 2004 in Dresden with the aim to contribute to the cultural enrichment of Dresden through thematic art festivals and international youth projects based on culture, arts and non-formal education. Since 2007 he has been implementing international projects funded by the EU. He has more than 20 years of experience in organizing and implementing cultural festivals, art events and conferences. Since 2008 he has been organizing and coordinating youth projects based on non-formal education.

**Myrto-Helena Pertsinidi** is the project manager of [Jugend- & Kulturprojekt e.V.](#) and has more than 6 years of experience in project management, fundraising and event management. She is responsible for writing project proposals funded by the EU; organizing, coordinating and facilitating international projects based on non-formal education (topics: creative economy, entrepreneurship, project management, youth work, urban development, culture, arts & history/remembrance, human rights). She is responsible for building and developing the international network of the association and together with Stefan is in charge of the JKPeV's team coordination and communication: using social media to promote projects and events of JKPeV, creating blogs for JKPeV's projects; drafting the concept and texts of: i) video documentations, ii) promo material (posters, flyers, brochures), iii) the website/blogs. Myrto-Helena holds a Bachelor's degree in International Relations (University of the Aegean) and a MSc degree in International and European Politics (University of Edinburgh).

## **Trainer**

[Dimitra Zervaki](#)     [dimitra@dimitrazervaki.com](mailto:dimitra@dimitrazervaki.com)

### **Business Coach, Project Manager, Agronomist, Adult Trainer**

Dimitra acting as General Manager & Business Coach, consults, trains and manages brands so as to find their VANTAGE ANGLE, their ideal action viewpoint. To discover their strengths, to reconnect with Nature and via Integration to develop an effective Business & Personal Modus Operandi. She holds a Bachelors Degree in the Science of Agriculture and a Masters Degree in Business Administration (Executive MBA). She is a Certified Project Manager (Project Management Professional-PMP), as well as Trainer (Train the Trainer Certification) and as Trainer for Adults of Non-formal Education (EOPPEP). She has more than 18 years of professional experience in the organization & strategic development of enterprises and start-ups, in developing and managing Projects/Programmes, in developing new application/products/services, in market research, in marketing, branding and self-branding, in storytelling, in idea pitching, in the organization and administration of multimedia lab, in developing and managing blogs and websites, in applied agricultural research, in the conservation of biodiversity and in the organization, educational material development and facilitation of Vocational Education & Adult Training Courses in the fields of Business Administration (Project Management, Communication, Conflict Management, Sales, Team Building etc), Business Development, Science of Agriculture, Agri-Entrepreneurship and in the field of Information Technology, Digital Marketing and Train the Trainers using also e-learning environments. She has taken part in national and international congresses, workshops, events as speaker and as a part of the organizing committee.

## **KA1: Mobility of Youth Workers:**

Training Course

**Spread the Word!**

**Visibility, DEOR & Networking**

Organised, coordinated and monitored by Jugend- & Kulturprojekt e.V.

### **Project Summary**

Disseminating the results of youth work and the Erasmus+ projects and proving that there is need to implement such youth and community projects as it is beneficial for the society, the young people and other stakeholders, is equally important for all actors. The importance of effective visibility and dissemination and exploitation of project results is highlighted also in the Erasmus+/Youth in Action programme, where having a good DEOR (Dissemination & Exploitation of results) plan and activities is fundamental to have a multiplier effect on the target groups you have set and ensure the sustainability of your project.

Disseminating and exploiting the results of your projects in a meaningful way is important not only for the funders, but also for your target groups and the local environment to join your activities, support your aims, learn from examples and appreciate the work of your organisation. The most essential project results are the learning outcomes that you share among the participants, the participating organisations and the local communities of the participating organisations. Identifying, documenting and communicating these results can sometimes be a challenging task - but it is possible with a strategic plan and a pinch of creativity. Increasing the visibility of the Erasmus+ youth projects and their impact contributes to the recognition of non-formal learning in international youth work and allows your work to be seen and appreciated by the people and groups most important for you.

The objective is to explore the concepts and benefits of working on the visibility & dissemination of European youth and community projects by means of a well elaborated communication strategy and to build a strong international network of youth organisations that work with Erasmus+ projects.

This exploration is going to be materialized through a series of workshops, which is going to be held in Dresden from **9 to 16 October, 2017**.

## **Aims and Objectives**

This training course, which is going to be delivered through a series of workshops and study visits, aims at:

- Understanding the importance of developing clear and well-established dissemination and exploitation plans
- Appreciating the importance of creating value-driven organizations and implementing value-driven projects with multiplier effect to the community
- Learning effectively the use of certain advanced sophisticated processes, tools and best practices so as to develop winning dissemination and exploitation plans that improve the quality of the projects' impact

**During the TC, participants will develop the following skills:**

- Communication
- Presentation
- Planning
- Creativity
- Networking
- Emotional Intelligence
- Cognitive flexibility
- Service orientation

**After the TC, the participants will be able to:**

- Identify and use the fundamental features of an effective project communication strategy
- Develop projects' visibility & dissemination plans, as well as exploitation plans, according to the stakeholders' requirements
- Share best practices and successful examples of visibility, dissemination and exploitation of their projects effectively with their peers, their organizations and the community

- Communicate the importance of visibility and dissemination in international youth and community work
- Develop effective international horizontal partnerships throughout Europe

### **Training Course's Topics**

The topics that will be explored during the series of workshops are the following:

- Presenting effectively. Assessment of presentation skills based on certain evaluation techniques.
- The importance of horizontal teams in developing an effective project communication strategy.
- The "Team Canvas."
- The role of the Design Thinking Method in developing winning Dissemination and Exploitation Plans.
- Ideation Methods for creating effective Dissemination and Exploitation Plans.
- The Key Parts of a Winning Dissemination Plan. The "Dissemination Plan Canvas". Designing and Developing a winning Dissemination Plan using advanced business and communication tools.
- Online and offline communication tactics.
- Inbound Marketing and Content Marketing and their role for establishing "Value-Driven" Organizations.
- Designing and Developing an Effective Exploitation Plan based on the "Exploitation Plan Canvas" and by using the "Note and Vote" ideation method.
- Developing an Idea Pitch based on the model "Pitch like a Mastic Tree"
- Developing a winning Elevator Pitch.
- Self-evaluation methods for assessing presentation skills.
- Development of an effective digital presentation.

## **Training Course Delivery Methodology**

The training course will be implemented in the form of a series of workshops. Learning by doing, interactivity, non-formal and intercultural learning, co-operative learning, peer-to-peer learning and team based activities will be used so as participants to gain all the appropriate knowledge. Theoretical sessions, based on the most advanced scientific knowledge, will be also integrated, but performed in an interactive way.

### **Tools and Techniques:**

- Icebreaker Activities- Games
- Team-building Activities and Energizers
- Team Activities- Assignments
- Gamification
- Plenary Sessions
- Discussion (Bar Camp method etc.)
- Presentation
- Elevator Pitch
- “Canvas” method
- Design Thinking method
- Ideation methods
- Feedback
- Self-assessment Tests
- Video watching
- Relevant reading
- Intercultural Evenings
- Study-visits

## **Participants' Profile**

This training course is aimed at **youth workers, trainers, facilitators, NGO practitioners and project managers**, over 24 years old, who have:

- At least two (2) years of experience in implementing and/or coordinating Erasmus+ projects and running youth and community projects
- Worked at least for two (2) years in one of the partner organizations (youth organisations)
- Actively participated in the formation of two (2) to three (3) visibility & dissemination plans and of one (1) exploitation plan
- Implemented communication/promotional tactics, using online and offline tools and techniques

## **Participants should be:**

- Fluent in written and spoken English
- Willing to co-operate and work in a team
- Open to new knowledge, coming from other disciplines, so as to integrate it to what they already know
- Motivated to take part in this training course and to be personally interested in its topics and take this training course seriously
- Motivated to disseminate the gained knowledge to their local communities
- Motivated to interact with the other participants, to promote their organizations' best practices and share their ideas for future projects in order to create new international partnerships

## **Preparation of the Participants before joining the Training Course**

The participants who are selected should:

- Prepare a creative presentation about the organization they represent. The duration of the presentation should not exceed five (5) minutes and it should be in digital form (powerpoint, prezi, etc.)
- Prepare a presentation, in any form they want, concerning the methods, tools and best practices their organizations use in order to develop visibility and



dissemination plans, as well as, exploitation plans. This presentation should not be longer than three (3) minutes.

- Prepare an outline, regarding the content of a project visibility & dissemination plan, as well as, of an exploitation project plan, based on their experience in these fields.

### **What to Bring**

All the participants should bring with them:

- A Laptop or any other mobile device suitable for working their presentations
- The material they are asked to prepare, as described under the title “Preparation of the participants before joining the Training Course” enclosed in this Info Pack.
- Many questions on how to develop their communication skills and the communication strategy of their organizations
- Their willingness to learn and have fun!

### **Selection Process**

Jugend-& Kulturprojekt e.V. takes the issue of participant selection very seriously in order to ensure the quality of the the training course “Spread the Word”. Selecting suitable people to attend our trainings is one of the most important contributors to having a successful project and having maximum impact.

**Participants’ selection process consists of two phases:**

- The applicants should send to the Jugend-& Kulturprojekt e.V.: [myrto.pertsinidi@jkpev.de](mailto:myrto.pertsinidi@jkpev.de) their CVs and the attached registration form filled out. They should pay special attention to fill in the form carefully and with all the required information and respect the deadline.
- The applicants will be contacted regarding their selection and then can proceed to booking their tickets.

## Programme of the daily activities

Time	9/10	10/10	11/10	12/10	13/10	14/10	15/10	16/10	
10:00 - 11:30	<b>A R R I V A L S</b>	Introduction: JKPeV team & trainer & project's aims Presentations of partner organisations. Assessment	Participants' presentations on "Visibility, Dissemination", "Exploitation" of their projects' outcomes.	<b>F R E E  T I M E</b>	Developing the first part of a winning Dissemination Plan using certain tools. Developing the right key message.	Re-working on the "Team Canvas". Defining the term "Value". Developing the "Value Mapping Canvas". Value-based organisations and the role of Emotional Intelligence in the new project era - discussion	Developing an Idea Pitch	<b>D E P A R T U R E</b>	
11:30 - 11:45		<b>BREAK</b>	<b>BREAK</b>		<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>		<b>BREAK</b>
11:45 - 13:15		Team Building Activity Presentations of the partner organizations. Assessment of the presentations	Introduction of the "Design Thinking" method. Designing a Dissemination Plan using the "Design Thinking" method.		Dissemination Plan based on certain tools. Developing the right key message. 2 <sup>nd</sup> part of a winning Dissemination Plan, using online offline communication tactics.	Designing an Exploitation Plan & Developing an Exploitation using the "Note & Vote" ideation method. Presentation of teams' exploitation plans	Developing an Idea Pitch based on the model "Pitch like a Mastic Tree" (story telling and speech development, digital methods) & Developing a winning Elevator Pitch.		
13:30 - 16:30		<b>LUNCH &amp; BREAK</b>	<b>LUNCH &amp; BREAK</b>		<b>LUNCH &amp; BREAK</b>	<b>LUNCH &amp; BREAK</b>	<b>LUNCH &amp; BREAK</b>		<b>LUNCH &amp; BREAK</b>
16:30 - 17:45		Team formation activity. Introduction of the "Team Canvas". Working on the "Team Canvas"	Team Building Activity or Study Visit		Team Building Activity or Study Visit	Presentation of video-based outcomes of JKPeV projects. Best practices on video-based Visibility, Dissemination and Exploitation tools.	Updated presentations of the partner organisations. Discussion & Reflection, Visibility & Dissemination & Exploitation Plans		
17:45 - 18:00		<b>BREAK</b>	<b>BREAK</b>		<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>		<b>BREAK</b>
18:00 - 19:15		"Team Canvas" workshop. Expectations-Fears - Contributions	Reflection & Evaluation		Reflection & Evaluation	Presentation of the Inbound Marketing & Content Marketing for delivering real project value. Best practices on effective communication	Final evaluation, YOUTHPASS awarding		

The dinner will be served at 19:30 every evening. On the day that the participants have free time, they should let us know in advance if they prefer to join the lunch and dinner arranged by the organizers at a specific time or if they wish to have lunch and dinner independently. In this case the organizers will give to the participants money for lunch and dinner.

## Youthpass

Within the frame of 'recognition of non-formal learning', all participants will receive a 'Youthpass' Certificate at the end of this training. Youthpass is part of the European Commission's strategy to foster the recognition of non-formal learning. It is a certificate which supports the **reflection upon the personal non-formal learning process and** visualises and fosters **active European citizenship** of young people and youth workers. Moreover, Youthpass is a Europe-wide validation instrument for non-formal learning in the youth field. It contributes to strengthening the **social recognition of youth work and makes** visible the key competences of participants gained through an Erasmus+ project. Youthpass finally aims at supporting the **employability** of young people and youth workers.

More information you can find in the following link: <https://www.youthpass.eu>

### Costs & refund of travel expenses

Subsistence, lodging and programme costs will be provided and paid by a grant from the National Agency of Germany of the "Erasmus+" Programme. There is a participation fee of 30,-€ for each participant which will be deducted from the travel expenses. Participants should arrange by themselves their insurance. Please contact your local Health insurance provider to obtain one for free. According to the new Programme Erasmus+ (2014-2020) there will be a refund of the whole amount of the real travel expenses according to the approved budget for each participating country that you will find below:

Country	Number of participants	100% of travel costs/person
Bulgaria	2	275,00 €
Cyprus	4	360,00 €
Denmark	2	275,00 €
Germany	2	180,00 €
Greece	4	275,00 €
Hungary	2	275,00 €

Italy	3	275,00 €
Latvia	2	275,00 €
Portugal	2	360,00 €
Romania	2	275,00 €
Spain	2	275,00 €
United Kingdom	1	275,00 €

If you decide to stay longer (maximum four days), you should first inform the project coordinator and you should also take into consideration that you are responsible to cover your own living expenses for the extra days of your stay in Germany. All participants will be **reimbursed only after submitting all receipts, invoices and original tickets and boarding passes and after filling out the mobility tool e-report and the final evaluation form.**

Please make to provide to the organisers the following:

The **original invoice/receipt** of the flight ticket or the train/bus ticket (with clear mark how much you have paid).and the **boarding cards and/or tickets.** The invoice should be addressed to yourself, or your organisation.

If you receive an **electronic ticket**, please print out a copy also for us and send both the invoice and the ticket via email to: [myrto.pertsinidi@jkpev.de](mailto:myrto.pertsinidi@jkpev.de)

You should be aware that if the total amount of your travel expenses exceeds the travel expenses budget limit (Erasmus+ programme travel expenses' reimbursement rules) as indicated in the chart above, then the additional amount of your travel expenses shall be paid by you.

When you arrive in Dresden you are expected to submit all original boarding passes and tickets to the project coordinator (without original boarding pass, we will not be able to reimburse the participants). After we receive all boarding passes, receipts/invoices and tickets, and after you fill out the e-form of the mobility tool (e-report) which is going to be sent to your email address, then approximately one month later, the total amount of your travel expenses will be transferred to their bank accounts.

For this reason, please send us via email your bank account details after sending your tickets:

- name of the bank account holder
- name of the bank
- BIC/SWIFT code
- IBAN number

When you depart from Dresden and you travel back to your home city, please save all the original train and bus tickets or any other tickets of your return and send them via post to:

Jugend- & Kulturprojekt e.V.

Bautzner Str. 49

01099 Dresden

Germany.

Stefan Kiehne is responsible for the reimbursement of the participants' travel costs. Therefore, if you have any questions please contact him at: [kiehne@jkpev.de](mailto:kiehne@jkpev.de)

## **Booking, travelling and arrival**

On **Monday the 9<sup>th</sup> of October, 2017** all participants are expected to arrive at **Mezcalero Guesthouse** by 19.00. Dinner will be served on this day at 19:30 and the JKPeV team will be at Mezcalaero's reception at 19.00. On **Monday the 16<sup>th</sup> of October**, is the departure day and check-out time is at 12:00 p.m.

**By plane:** All participants should book their flights on their own in advance according to the travel expenses budget of the project. Participants are advised to book their flight to Berlin Schoenefeld or Tegel airport as Berlin is only 2 hours ride by bus from Dresden.

**From Berlin airport to Bahnhof Neustadt Dresden** (Neustadt Train Station) **by bus:** After booking the flight, participants should book their bus ticket online. There are two airports in Berlin: Berlin Tegel and Berlin Schoenefeld.

**From Tegel airport to Dresden:** There is only one bus company driving from Tegel airport to Bahnhof Neustadt Dresden: <https://meinfernbus.de/>. You are advised to book your bus ticket online in advance as it is cheaper and many times it is fully booked. The bus stop in Tegel airport is close to Terminal D and you can see a green sign “MeinFernBus”. When the bus arrives in Dresden it makes two stops: the first one is called **Bahnhof Neustadt** (Neustadt Train Station) on Hansastrasse and the second bus stop is called **Hauptbahnhof** (Main Train Station) on Bayrische Strasse. You need to get off at the first stop: Bahnhof Neustadt.

**From Berlin Schoenefeld airport to Dresden:** You can take Meinfernbus <http://meinfernbus.de> but please book it online in advance as it is cheaper and most of the times it is fully booked. It makes two stops: the first one is called **Bahnhof Neustadt** on Hansastrasse and the second bus stop is called Hauptbahnhof (Main Train Station) on Bayrische Strasse. You need to get off on the first stop: Bahnhof Neustadt. The bus stop in Schoenefeld airport is exactly outside the airport on the parking space of buses on the right close to Terminal B. There is also another bus company which is quite cheap and is Czech: <https://www.regiojet.cz/> However, this bus company doesn't have so many frequent routes like Meinfernbus.

It is recommended to book your bus tickets online in advance!

## Mezcalero Guesthouse



All participants will stay in four-bed-rooms at Mezcalero Guesthouse. Please make sure that you are able to stay with other people in a four-bed-room, otherwise there is additional cost for those who wish to stay in double or single rooms and we need to know in advance. The participant then is expected to pay the difference. For 4 -6 persons there is a bathroom with toilet. Mezcalero is a hostel, a guesthouse and a hotel - all in one. It fills in the gaps of each category and, thus, uniquely complements the offer of accommodations in Dresden. It is a family business and it is run following the example set by English Guesthouses and set great value upon individual service. For example, breakfast buffet is from 7 a.m. to 12 p.m., the reception is open 24/7, and the hostel staff helps the guests with their itinerary planning. In this way Mezcalero combines the friendly and familiar atmosphere of a pension with the service of a hotel guided by the prices of a hostel. The beautiful Aztec ornaments and images make whole building unique and complement Mexican coziness with old Indian culture.

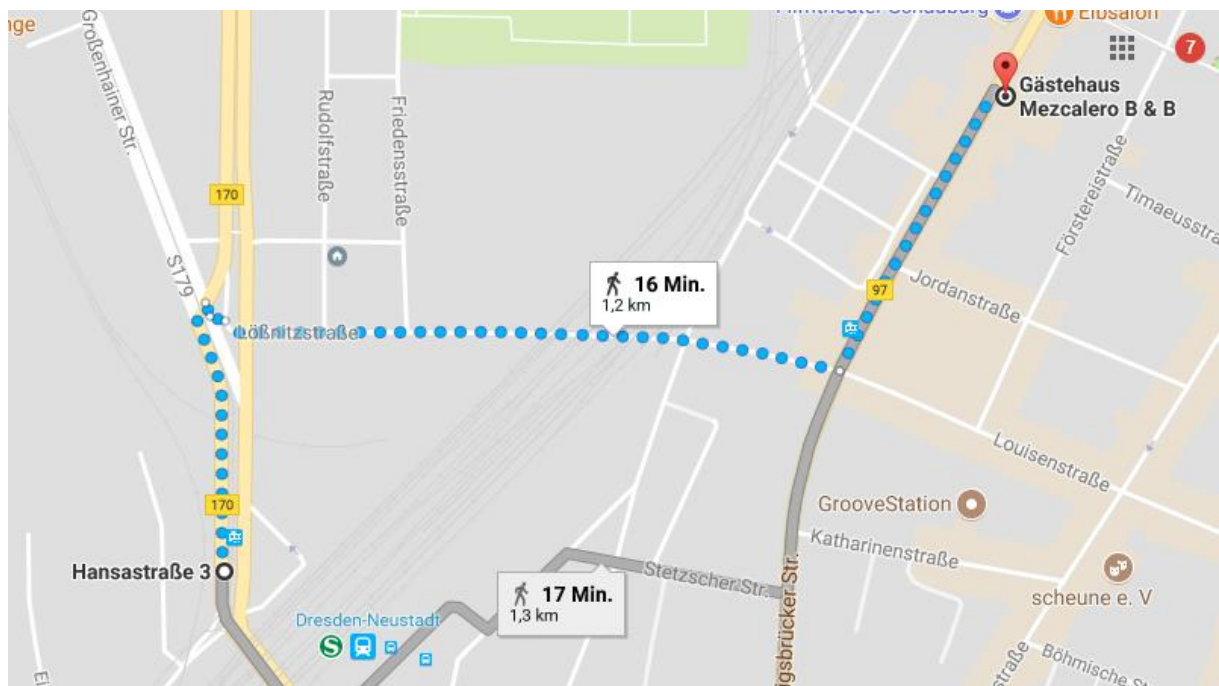
## Services

- 24 hours/day reception
- Check-out until 12 p.m.
- Breakfast Buffet from 7 a.m. to 12 p.m.
- The Mexican bar is open 24/7
- Free Wi-Fi in both house
- Free Internet terminal
- Free luggage storage
- Free sanitary articles
- Free city maps
- Room Service every second day, by request daily
- Hair-dryer, alarm clock, iron and board games to borrow

## Arriving at the train station Neustadt in Dresden - Bahnhof Neustadt

From the Bus stop on Hansastraße you go up for about 400 m, and on the first road called Lößnitzstraße, you turn right and walk up to first the traffic light you see. Cross the street, turn left on Königsbrücker Straße and follow it to no.64 on the right side.

After 300 m (980 ft) you will find the Mezcalero Guesthouse next to REWE market.

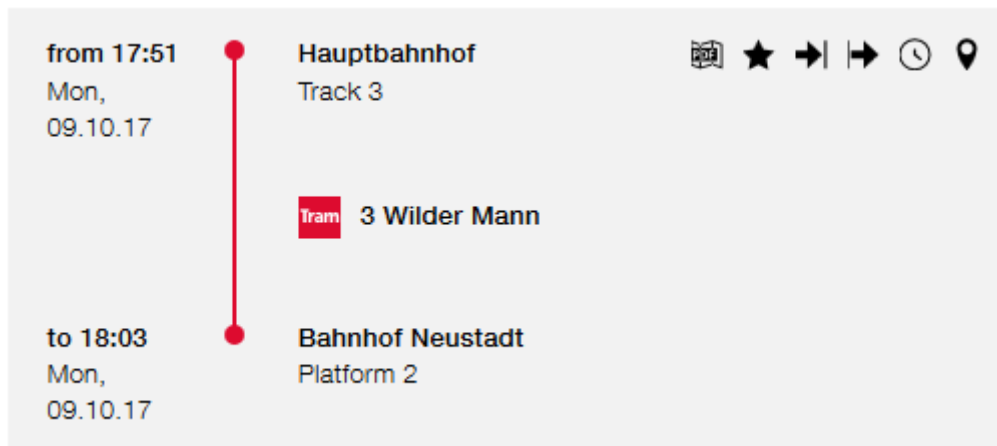




## From Dresden airport to Bahnhof Neustadt

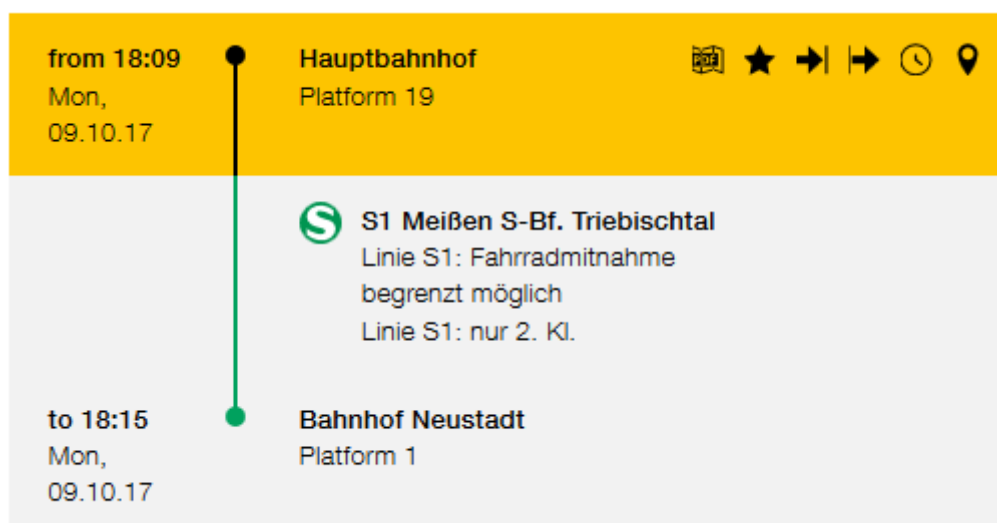
If you take a flight to Dresden, then you can take from the airport of Dresden the S-Bahn train S2 direction Pirna Bahnhof and you need to stop after about 13 minutes at Bahnhof Neustadt - Neustadt Train Station.

## From Hauptbahnhof Dresden (Central Railway Station) to Bahnhof Neustadt



From the Central Railway Station of Dresden you can take Tram No3 direction Wilder Mann and you stop at Bahnhof Neustadt.

Alternatively, you can take the S-Bahn No1 direction Meißen S-Bf. Triebischtal and stop at Bahnhof Neustadt. One single ticket (normal price) costs 2,30 € and lasts for 1 hour.



For more information about how to arrive at Bahnhof Neustadt or to use public transport please visit the following website: <https://www.dvb.de/>

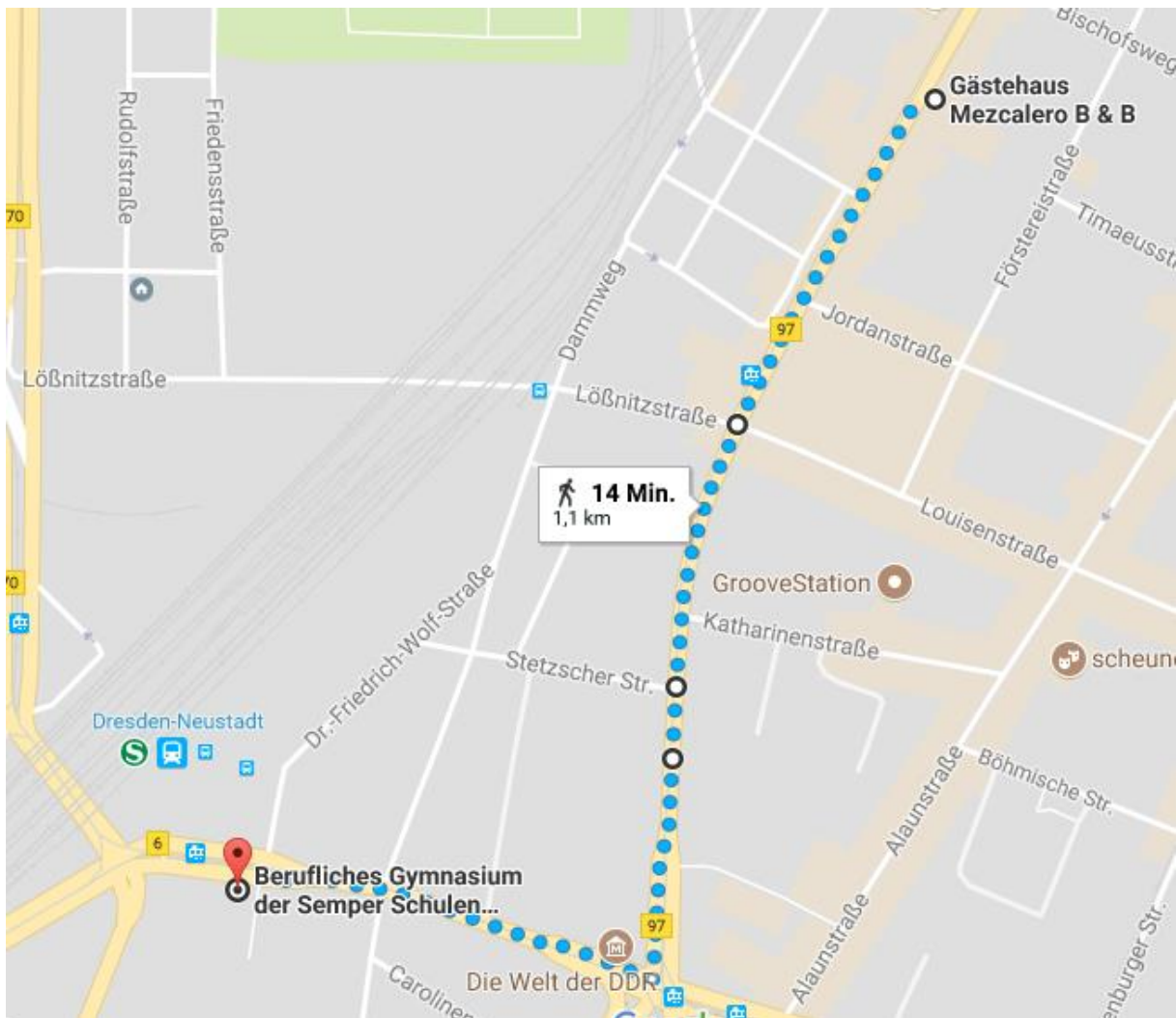
## The venue

The training course “Spread the Word” is going to be held in one of the seminar rooms of the High School “Semper Schule”, about 10 to 15 minutes on foot from the Mezcalero Guesthouse. It is located on Antonstrasse 19-21 right opposite the Train Station Neustadt (Bahnhof Neustadt). The room where the training course takes place is 200 sq metres and is on the top floor. There is an elevator and the room has got all necessary equipment for the training course.



## From Mezcalero Guesthouse to the Training Venue “Semper Schule”

From Mezcalero Guesthouse you turn on your left and go down the Königsbrücke Straße (street). You go down this street for about 800m up to the traffic lights at the intersection of Königsbrücke Straße and Antonstraße. At this point, you cross Königsbrücke street and you turn on your right, to Antonstraße. You follow this street and after about 350 m you cross this street. Semper Schule is opposite Bahnhof Neustadt - Neustadt Train Station.





## Jugend- & Kulturprojekt e.V.

[Jugend- & Kulturprojekt e.V.](#) (JKPeV) was founded in 2004 with the aim of providing opportunities for young people and adults to develop and use their soft and professional skills and stimulate their creativity and entrepreneurial skills through non-formal learning methods. Located in Dresden, Germany, JKPeV is dedicated to promoting the EU citizenship and active participation of its citizens.

We organise international Projects, Events and Trainings for young people and adults on site and abroad with a focus on assisting the cultural enrichment of the city of Dresden and the Free State of Saxony while also promoting the cultural diversity of the European Union. Inviting foreign educators and including foreign participants to our on-site projects kindles an intercultural dialogue in the heart of an already highly acclaimed artistic hub -Dresden- while on the other hand, including local citizens in our abroad events brings back to the city a fresh outlook to familiar problems and a sense of belonging to a greater group -the European.

Addressing our aim, we focus on breeding international, cross-sectoral and interdisciplinary cooperation in Dresden and the EU by offering a number of Training sessions and Seminars in Youth Work, Entrepreneurship and Digital Media annually with international participants and educators. Our Public Events offer the possibility for all citizens of the city wherein they take place to experience first-hand the intellectual and artistic approaches of individuals from other countries, facilitating thus the international dialogue on common issues.

Aside from Training sessions and Seminars, JKPeV also runs long-term projects (Strategic Partnerships - Erasmus+ programme, Europe for Citizens, Creative Europe etc.) through which tangible products are delivered which have an impact on the local community of Dresden but also on national and European level.

In addition, JKPeV offers the opportunity to young adults to immerse themselves in this cultural and educational dialogue further by offering Internship and Volunteering possibilities in our organisation. Working at the hub of such cultural activity allows participants -be they local or foreign- to better understand the possibilities, opportunities and cultural diversity present within the European Union.