

••• CALL FOR PARTICIPANTS •••

M3

management, marketing and money for youth work organisations

international training course for managers in youth work
Norway • May 24th – June 1st of 2019 • ERASMUS+ KA1

Dear friends and colleagues, the Norwegian DRH Foundation is happy to invite you to apply for participation in our upcoming international training course “**M3 - management, marketing and money for youth work organisations**”.

“M3” is a **7-day-lasting international training course on management, marketing and finances for organisations working with youth and international youth mobility**. The training course is **targeted at managers in youth work**, and takes place from **May 24th to June 1st (including travel days) of 2019 in Hornsjo, Norway**. Funding is provided through the Norwegian National Agency for **ERASMUS+: Youth in Action, Key Action 1, Mobility of Youth Workers**.

Please read carefully all indications given in this call, especially the eligible countries, conditions of participation and the requested profile of participants. If you feel you would like to join us submit your application at:

<https://forms.gle/pwvkGgbJBKrXq3z9A>

The deadline for receiving your applications is Sunday, April 28th. Please note that in each eligible country, we have an official partner organization who will be informed about your applications and who have a say in the selection process of participants (see list below). **You will be informed about the selection results on April 29th**.

As during the training course there will be daily opportunities to apply the learning points of the day into a business and development plan for your organization, **we especially encourage existing teams in organisations to apply for participation in this training course!**

••• profile of participants

We are targeting **staff and volunteers in a managerial position in youth work**, youth work organisations and educational mobility projects. Participants must be aged 18+ and be residents in the country of the nominating partner organisation. Participants should be **fluent in english**, and be willing and **committed to work hard** (about 9 hours per day at least). Participants should furthermore commit to **carry out agreed preparatory tasks** and be willing to **follow-up on the training course** via active youth work, ideally in co-operation with their sending/partner organisation.

Also, we would like to underline once more that **we especially encourage existing teams in organisations to apply for participation in this training course!**

••• eligible countries and places

These are the international partners of the training course, and the amount of places for participants available:

PARTNER ORGANISATION	COUNTRY	PLACES
STIFTELSEN DEN REISENDE HØGSKOLE	NORWAY	2
Sdrujenie "Maverick"	BULGARIA	2
Udruga gluhih i nagluhih Nova Gradiska	CROATIA	2
BRNO FOR YOU ZS	CZECH REPUBLIC	2
MITTETULUNDUSUHING NOORED UHISKONNA HEAKS	ESTONIA	2
DIMOS KARDITSAS	GREECE	2
Oriel	ITALY	2
Kauno buitiniu paslaugu ir verslo mokykla	LITHUANIA	2
i-HELP	MALTA	2
INTERNATIONALE ARBEIDSVERENIGING	NETHERLANDS	2
Europejskie Forum Młodzieży "FRATERNITAS"	POLAND	2
EduEra	SLOVAKIA	2
COLLECTIU LA VIBRIA	SPAIN	2
Youth Eurasia	TURKEY	2

••• aim, approach and outcomes

In this international training course, we will deal with **how to ensure quality, stability, sustainability and visibility in our projects and programmes**. Many times drawing from **approaches in the sector of private economy and adapting them to the necessities and realities of our Civil Society Organisations**, we will better know our

„products“, our potential clients and how to reach them, our supporters, the environment/market we operate within, and how we can position ourselves in this market and raise the visibility and appreciation of our work.

We will analyze our own structures, our working procedures/processes (e.g. related to decision making, information and implementation), and our planning and controlling mechanisms. We will introduce management tools that can help ensure quality and sustainability both of projects as of the organisation as a whole and thus allow **long-term planning and strategic development**. We will deal with some important aspects of financial management such as fundraising, budgeting, accounting and controlling. And we will touch upon **social entrepreneurship, digitalization and the use of social media**.

Frontal inputs will provide the theoretical background and the introduction of **practical tools**, which will then be immediately **tried out in the framework of exercises, simulations, and – most importantly - with reference to the cases of our own organisations and our respective activities**. Every day will be round up by the possibility to **apply the learning points of the day into a business and development plan for the organisation**. Therefore, **existing teams in organisations are especially encouraged** to apply for participation in this training course! A minor part of the training will also be dedicated to the ERASMUS+ programme and to the **fostering of future projects**.

●●● main issues tackled

● Strategy and the Market

- Mission Statement, Stakeholder Universe
- Market Analysis and Product/Client Portfolios
- various techniques for identifying and assessing strategies and future developments
- Key Success Indicators, Recursive Management

● a healthy Organisation

- Human Resources Management
- Internal Communication, Decision Making, Information and Knowledge Management
- Project management
- Quality and Performance Indicators
- Digital Tools

● Visibility

- Public Relations (PR) and Promotion
- Social Media and Influencing

● Finances & Resources

- Accounting, Budgeting and Controlling
- Fundraising
- Social Entrepreneurship

● Elaboration of organisational Business and Development Plan

● Follow-up, Transfer and Dissemination

- Dissemination and Promotion the project and its outcomes
- transfer of the competences developed at this training course to further stakeholders
- fostering of partnerships and follow-up activities at local and international level



••• impact, dissemination and follow-up

The participants and the partner organisations are expected to ensure the following and **provide proof of it within 3 months after the training course**:

- **disseminate and promote** the project and its outcomes,
- **transfer the competences** developed at this training course to further organisations, managers and leaders in youth work, and
- **implement the learning points through a business and development plan for the own organization**, and
- **implement concrete follow-up activities**, thus providing opportunities with and for young people in their regions and countries.

••• the venue

We are located in a hotel in the mountains, approx. 30 km away from Lillehammer. The hotel is called “Hornsjø Høyfjellshotell” (<http://www.hornsjo.com>). You will be accommodated in rooms of 2-4 participants of same sex. Bathrooms and toilets are available in each room. Bed linen and towels are provided by the hotel. There is wi-fi available. There will be 3 meals and 2 coffee breaks per day provided.

••• conditions of participation

The training course will start with dinner and evening programme on May 24th and end with breakfast on June 1st. Thanks to funding provided by the ERASMUS+ programme through the Norwegian National Agency, during this period all costs for food, accommodation, local transport and course materials are covered.

You are free to arrive to Norway some days earlier or stay some days longer, as long as the total amount of your extra days outside of the programme activities is not more than three days. **The costs of your potential stay in Norway outside of the period May 24th evening to June 1st morning have to be borne by yourself and are not covered by the organisers.**

Following the rules of ERASMUS+, **the costs of your international travel are covered up to the following total amounts** (if you prove that your travel falls into the corresponding distance band). Costs exceeding the indicated amounts have to be borne by yourself. Here is an overview of travel grant per distance band:

https://ec.europa.eu/programmes/erasmus-plus/programme-guide/part-b/three-key-actions/key-action-1/mobility-project-for-young-people-and-youth-workers_en

And these are the travel grants approved by the Norwegian National Agency based on the submitted funding application:

COUNTRY	MAXIMUM TRAVEL GRANT PER PERSON
NORWAY	EUR 20 (km 10 - 99)
BULGARIA	EUR 360 (km 2000 - 2999)
CROATIA	EUR 275 (km 500 - 1999)
CZECH REPUBLIC	EUR 275 (km 500 - 1999)
ESTONIA	EUR 275 (km 500 - 1999)

GREECE	EUR 360 (km 2000 - 2999)
ITALY	EUR 360 (km 2000 - 2999)
LITHUANIA	EUR 275 (km 500 - 1999)
MALTA	EUR 360 (km 2000 - 2999)
NETHERLANDS	EUR 275 (km 500 - 1999)
POLAND	EUR 275 (km 500 - 1999)
SLOVAKIA	EUR 275 (km 500 - 1999)
SPAIN	EUR 360 (km 2000 - 2999)
TURKEY	EUR 360 (km 2000 - 2999)

Furthermore ...

- a **participation fee of EUR 50 is to be paid in cash** in Norway
- you are in charge of arranging **your own insurance for your travel and stay in Norway**
- **full participation in the programme from evening of May 24th to morning of June 1st is mandatory** to be eligible for the reimbursement of travel and subsistence costs, **you cannot arrive later or leave earlier from/to the venue**
- **the programme will be very intensive and there will hardly be any free time.** Should you wish to do some tourism, relax, travel around etc, be advised that this is NOT part of the programme, and can only be done on your private costs if you arrive earlier or stay longer after the training course
- you will receive your **travel reimbursement only after having filled the evaluation form, participant survey, and having provided evidence on your dissemination and follow-up activities**
- we also have some money available for **visa costs** if you need, please contact us beforehand if you need visa so we can work out how to best support you.

●●● travel arrangements

The closest airport is Oslo Gardermoen (OSL), and we advise you to book tickets for this airport. There is another airport Oslo Torp (TRF), but it is much further away. It can be an option in case of using a low-cost airline. From both of the airports you can book **train tickets to Lillehammer, from where we will organise a pick-up to Hornsjøen, where the training course will take place.** You can check the schedule of trains at www.nsb.no/en.

The journey from Gardermoen airport to Lillehammer takes about 2 hours and trains run every hour. From Torp airport, trains run every hour as well, but you will have to change trains in Oslo, and the journey might take up to 5 hours, depending on connection time in Oslo.

Please bear in mind that **you will also have some travel costs inside of Norway to reach the venue, which are part of your travel budget.** We will support you in arranging group and discount tickets. **Do not arrange any travels before hearing the results of the application and selection process on April 29th!** The selected participants will receive further information from us on how to arrange the travel to and within Norway.



••• about DRH Norway

STIFTELSEN DEN REISENDE HØGSKOLE - NORWAY was founded of local youngsters living in a rural area, for whom the community work, and preservation of local tradition was an important task to do. During the years the organizations has been a big part of youngster's life, by creating community.

Main goal is the youngsters interest representatives, preserving and respecting local traditions considering our local need. Most of our programs are organized in partnership, with the other civil organizations. In the last more than 20 years we are pre-serving a very close relationship with Danish organization, with whom in partnership we are organizing different events for youngster in both countries. **We are trying in our programs to contribute to our youngster daily activity, life, education and recreation, to make world development better.**

DRH Norway School for Cooperation and Development is situated in Hornsjøen, Norway and specializing in the educating of Development Instructors from Europe.

••• contact

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