 

| **Personal Identification Form (PIF)** | |
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| **Full legal name** | Europska akademija za strateško treniranje i poslovanje |
| **Full legal name (English)** | European Academy of Strategic Training and Business |
| **Acronym** | EAST |
| **OID** | E10349867 |
| **National ID number** | 21014906 |
| **Address** | Ozaljska 93 |
| **City** | Zagreb |
| **Postal code** | 10000 |
| **Country** | Croatia |
| **Region** | City of Zagreb |
| **Website** | strategictrainingacademy.eu |
| **E-mail** | east.croatia@gmail.com |
| **Telephone** | +385919773303 |

| **PROFILE** | |
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| **Type of organization** | Non-governmental Organization/Association |
| **Is the organization a public body?** | No |
| **Is the organization a non-profit?** | Yes |

| **LEGAL REPRESENTATIVE** | |
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| **Title** | Ms. |
| **First name** | Ana |
| **Last name** | Stipanović |
| **Gender** | Female |
| **Position** | President |
| **E-mail** | east.croatia@gmail.com |
| **Phone number** | +385919773303 |

| **CONTACT PERSON** | |
| --- | --- |
| **Title** | Mr. |
| **First name** | Marko |
| **Last name** | Stipanović |
| **Gender** | Male |
| **Position** | Coordinator |
| **E-mail** | east.hrvatska@gmail.com |
| **Phone number** | +385919773303 |

| **Briefly present your organization** | |
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| EAST is a local organization, established in 2023 in Zagreb, Croatia, working mainly with youth and also (young) adults. After being an informal group for 3 years and working on a local level with youth of all ages and backgrounds, EAST became a legal entity, with the aim of reaching our goals more efficiently and expanding building upon our already established frames. Our main mission is to help youth and (young) adults achieve their full potential, both professionally and personally, by supporting them in their adulthood transition and the entry into work life to become active citizens who can make a change and who are a positive force in society. We mainly focus on equipping them with enduring capabilities which are transversal such as critical thinking, people management, emotional intelligence, and creativity. In this mission, we utilize non-formal methods such as outdoor education, simulations, escape rooms, and games to create stimulating learning environments for all learners.    By using non-formal education, we develop new approaches and methods that will ensure equipping young people with the necessary skills and competencies for personal and professional growth, while they are becoming an active part of their community. Also, using various international partnerships and cooperations, we aim to provide young people with the opportunity for quality education that will expand their knowledge on topics such as inclusivity, employment, environment and sustainability, civic participation, mental health, human rights, etc., essential for the conscious living of themselves and their community. With the help of international projects, EAST desires to broaden young people’s horizons, teaching them how to foster different cultures, languages, and the intercultural environment as a whole.    In order to achieve our goals, we plan to work at the local, regional, and European levels to gather an even larger team of people who want to help young people enter the complicated world of adulthood and provide them with guidance and support in their development. EAST was founded by three individuals who, coming from different backgrounds, realized that our society needs a change and help due to a large brain drain, especially in rural areas where the majority of the population is currently elderly.    In brief, our main objectives are:  - Guiding and supporting young people in their personal and professional development  - Providing high-quality training and education  - Non-formal learning as a main method of development  - Making young people active members of society  - Expanding the knowledge on topics such as inclusivity, sustainability, human rights, etc.  - Acceptance of intercultural environment, multilingualism, and cultural differences. | |

| **What are the activities and experiences of the organization in youth work? Please provide information on your** **organization’s / group’s regular youth work activities.** | |
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| EAST consists of a team of young individuals who believe that investing in young people and their futures is the best way to see a healthy community grow. Throughout more than three years of work with local young people, our team has gathered sound and diverse experience to realize how to establish good guidelines for them in their pursuit of opportunities, development, and growth. Also, while offering them guidelines for success, we are trying to make them an active part of their community, engaged citizens, who positively contribute to their surroundings.  **Main Target Group:**  Our initiatives primarily benefit young individuals and youth aged 14 to 30 from a wide range of backgrounds. We create a melting pot of cultures by bringing together a diverse group including local residents, Europeans, refugees, students from other countries, foreigners, migrants, and more. This rich tapestry of different cultures is fundamental to the enriching experience of our learning and training programs, which take place in an environment that is both multicultural and welcoming, celebrating our diverse backgrounds. To effectively foster this multicultural atmosphere, we implement various strategies and measures focused on gender, inclusion, diversity, and the environment. Our focus is particularly on engaging rural youth and students who have faced challenges in their educational journey, such as low academic performance. Our goal is to understand the unique learning obstacles these groups encounter and to offer tailored support. This approach is designed to level the playing field, ensuring that these young individuals have equitable access to learning opportunities and a smoother transition into professional life. We strive to empower them both personally and professionally, opening doors to new possibilities and fostering their overall development.    For now, our program is mostly based on local work where we organize different workshops and activities related to themes that are relevant to reaching youngsters' full potential and talents. First of all, we try to inspire them to become a part of a sustainable community, teaching them values about a healthy way of life. We give them an opportunity to learn about different environmental issues, how to turn their lifestyle into an eco-friendly lifestyle, as well as provide information on sustainable travelling and green skills.  In addition, our work also provides a safe environment for learning about inclusivity in society, especially for all of them facing different social and economic exclusions. We are trying to develop their skills and competencies, and with the right instructions, help them overcome all the obstacles put in front of them. While trying to make young people active in their community, one of our main programs is also becoming a part of an intercultural environment, learning about cultural differences and inclusion, with the end goal of making them global citizens. In addition to all of that, one of the programs that we find very important for young people these days is a program that enhances their digital competencies. Whether they are in a job seeking process, career seeking process or they want to develop their digital skills to become more versatile workers and persons, we are offering them guidelines and help by learning about digital platforms, digital literacy, and tools needed for better integration of technology in their life.    In the future, we plan on expanding our community work even more, mostly emphasizing developing a bigger team that covers more areas that help young people reach their full potential. | |

| **Please give information on the key staff/persons involved in this application and on the competences and previous experience that they will bring to the project.** | |
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| EAST team consists of highly professional and motivated youth workers, who gathered together with the same goal of improving their community and making more opportunities for young people of all ages and backgrounds. We have 3 full-time members and 3 volunteers.  **Ana Stipanović** is a project manager and facilitator. She is currently in the process of finishing her master’s degree in Spanish language and literature (course of linguistics), with already finished master’s degree in Philosophy with emphasis on ethics, at the University of Humanities and Social Sciences Zagreb. Ana has years of experience working with and mentoring young people and students, mostly through different organizational work in the cultural sector, such as cultural festivals and concerts, where she managed to acquire skills that helped her reach out to young people and show them how to manage and gain knowledge better. Also, working as an assistant to a professor in the field of Spanish linguistics at her Faculty, she saw a completely different point of view on how to approach young people as well as how to prepare herself for teaching and training. Ana has formed a part in 13 TCs and YEs which covered different topics such as mental health, social conflicts, cultural and religious differences, digitalization, soft skills, etc. in Greece, the United Kingdom, Turkiye, Armenia, Austria, Serbia, Poland, Portugal, Romania, and Lithuania. Additionally, Ana has facilitated 3 YE on the topics of war and cinema as a tool to show how war impacts individuals and society, personal branding and promoting self-picture, and digitalization with emphasis on digital literacy, online etiquette, and cybersecurity.  **Marta Keglević** is a project assistant and facilitator. Having successfully completed her master's degree in Sociology and English language and literature (translation studies) at the University of Josip Juraj Strossmayer in Osijek, she currently holds the position of an adult education teacher at the Adult Education Institution Studium. Additionally, Marta is an External Lecturer at the Faculty of Humanities and Social Sciences in Osijek. As part of her studies, Marta has worked in local high schools as part of her internship. In this role, she shared insights on various social issues, honing her ability to communicate these topics effectively to her peers and young audiences. Marta's lifelong passion for empowerment and other social issues led her to participate in a range of projects, youth exchanges, and training courses. These covered diverse subjects such as gender issues, religious freedom, ethics, Balkan post-war concerns, mental health, environmental sustainability, and Slavic culture. She has extensive experience in designing and facilitating youth activities for diverse, multicultural youth groups, bringing together young people from various backgrounds. Notably, she facilitated a workshop emphasizing the importance of digital tools for the participants from Turkey, Latvia, and Germany. Marta has also acted as a peer educator for mental health for high schoolers and coordinated eight workshops. Passionate about equality, she organized and facilitated six workshop sessions for young preschoolers about empowerment.  **Marko Stipanović** is a project assistant. He recently obtained his master's degree from the Faculty of Kinesiology Zagreb, where he studied Physical Education with a specialization in basketball. During his studies, Marko worked in primary and secondary schools as part of his internship, where he learned about the importance of sports in the education and development of young people. Additionally, he was an assistant basketball coach to different U-16 and U-18 girl teams in Zagreb and an assistant in the Croatian Basketball Federation in the department for men’s national teams under 21 years of age. Throughout his career, Marko learned how crucial it is to help young people from the earliest age, and while educating them properly, not to forget about the importance of sports in education for the goal of maintaining a healthy lifestyle and healthy mind. | |

| **Mobility projects** | | | | |
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| **No.** | **Program** | **Project number** | **Role** | **Project title** |
| 1. | E+ KA1 TC | 2023-1-FR02-KA151-YOU-000136426 | Partner | MY SEA - Mediterranean Youth Workers for Sustainable Environmental Action |
| 2. | E+ KA1 TC | 2023-1-RO01-KA151-YOU-000141994 | Partner | Be Sustainable - Make a Difference |
| 3. | E+ KA1 YE | 2023-1-PT02-KA151-YOU-000119500 | Partner | Time 2 Act 4.0 |
| 4. | E+ KA1 YE | 2023-1-IT03-KA151-YOU-000128288 | Partner | Ruby - Rural - Urban Youth Connection |
| 5. | E+ KA1 YE | 2023-1-PL01-KA151-YOU-000146103 | Partner | Brand Yourself |
| 6. | E+ KA1 TC | 2023-1-PT02-KA151-YOU-000119500 | Partner | Time 2 Act 5.0 |
| 7. | E+ KA1 YE | 2023-3-LV02-KA152-YOU-000182668 | Partner | Nurturing Earth and Wellbeing |
| 8. | E+ KA1 TC | 2023-3-LV02-KA153-YOU-000182669 | Partner | Gamification for Environmental Sustainability |
| 9. | E+ KA1 TC | 2023-1-IT03-KA151-YOU-000128288 | Partner | Your Game - Youth Work is a Serious Game |
| 10. | E+ KA1 TC | 2023-3-DE04-KA153-YOU-000171634 | Partner | Revitalizing Ecosystems Through Experientialisation |
| 11. | E+ KA1 TC | 2024-1-ES02-KA15 -YOU -000235355 | Partner | Riding Against Rural Depopulation |
| 12. | E+ KA1 YE | 2024-1-LV02-KA152-YOU-000204416 | Partner | Don’t let the Muggles get you down! |
| 13. | E+ KA1 YE | 2024-1-LV02-KA152-YOU-000210191 | Partner | Echoes of Environment and Digitalisation |
| 14. | E+ KA1 TC | 2024-1-LV02-KA153-YOU-000216966 | Partner | Transformative Mindset for Sustainable Development |
| 15. | E+ KA1 TC | 2024-1-DE04-KA153-YOU-000232920 | Partner | Non-formal Education from Theory to Praxis |

| **Cooperation projects** | | | | |
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| **No.** | **Program** | **Project number** | **Role** | **Project title** |
| 1. | E+ KA220 YOU | 2024-1-PL01-KA220-YOU-000243430 | Partner | Youth Wellbeing Recovering Kit |