

Project Proposal - Erasmus+ Virtual Exchange

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Name of the Organization your represent	Social Ads
Short description of the organization	Social Ads is an agency committed to elevating and amplifying impactful projects and social causes through tailored marketing strategies. But our mission goes beyond visibility, we also promote action through training, Empowering meaningful initiatives and driving tangible change.
Country where your organization is based	Spain
Title of the project idea	ISE (Intercultural Social Entrepreneurship): European - African Virtual Exchange Programme
Short description of the idea	The idea of the project is to empower young people from Africa and Europe through virtual exchanges to promote intercultural entrepreneurship to solve social challenges. These include gender equality, climate and socioeconomic challenges, and environmental care. The aim is to bridge the gap between youths from different countries to empower and train them to develop impactful projects.
Topics of the project	<p>The project focuses on four different topics that challenges African countries.</p> <ol style="list-style-type: none"> 1. Digitalization 2. Climate Change 3. Gender Equality 4. Financial Inclusion

<p>Long description of the idea</p>	<p>The ISE (Intercultural Social Entrepreneurship) is a project addressed to young people from Africa and Europe. The objective is to connect, through virtual exchanges, these young people to help them promote intercultural entrepreneurship in order to solve social challenges.</p> <p>We will create a tailored platform for African and European students to interact easily. A very intuitive programme that will allow them to get access to content and different tools. It will be the main platform to deliver the trainings, so they can have all the information they need in one space.</p> <p>The project focuses on four activities or phases:</p> <ol style="list-style-type: none"> <p>1. Level up Training on entrepreneurship</p> <p>Through these trainings, we will introduce young people to the basic component of the company, the structures and the techniques that will allow them to have a general idea of how it works. The goal is to provide young people with a holistic framework that will enable them to understand the bases of the company as well as possible and improve their strategic vision.</p> <p>2. Mix young Africans and Europeans with common Ideas and ambitions to develop their projects.</p> <p>Once they start to have the necessary tools to start their projects, based on the interests of the topics, we will put them in contact. So they can, through several virtual exchanges, share and develop their ideas to solve different social challenges.</p> <p>3. Mentoring on social challenge topics</p> <p>Based on the specific project, we will assign a mentor for each project to provide youth the methods, tools or techniques to develop the project, for example tools or techniques of the circular economy, or methods of digitalization.</p> <p>4. Extra Virtual exchange between African students and European Universities trainings/courses</p> <p>The idea is to bring actual knowledge closer to young African students, facilitating the registration in European university platforms so they can participate on their trainings and courses to get extra resources and skills.</p>
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<p>What advantage for university/ organizations and the youths?</p>	<p>1. Shared Expertise</p> <p>The possibility of bringing African and European youth closer to the online courses offered by European universities represents a real opportunity for young Africans and Europeans, to share expertise, skills, ability and competence.</p> <p>2. Getting Projects in Incubators in Europe</p> <p>This virtual exchange will allow different European organizations and incubators to discover a wide range of projects happening in Africa and help them in their start-up phase or accelerate them.</p> <p>3. Cross Team Building</p> <p>Through all these different virtual exchanges, it will be possible to establish friendship and professional relationships between young European and Africans. They will find a space to support each other in their projects and fight together for a common social challenge.</p> <p>4. Build Relationship between Europe and Africa</p> <p>It will also provide good opportunities for the institutions to build collaboration and networks to foster future opportunities.</p>
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<p>Existing Partnership</p>	<p>Spain: <i>Inercia Digital</i> - ICT platform development, EU funds experienced, Spain <i>Social Ads</i> - Training in social entrepreneur innovation.</p> <p>Romania: Asociatia ONG explorator - Youth organization</p> <p>Tanzania: ECCT - Youth organization Roots and Shoots - Youth organization</p>
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<p>Which type of partners are you looking for and from which countries?</p>	<p>We are looking for 2 youth organizations¹</p> <p>1. Youth organization from Region 9 Sub-Saharan Africa² (except Tanzania)</p> <p>2. Youth organization from EU Member States and third countries associated to the Programme³ that can lead (preference Spain, Portugal, France)</p> <p>We also welcome local organizations that empower youth through training and incubators to address the topics that we've mentioned above to foster a greater impact.</p> <p>We need an organization to lead the project.</p>
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¹ **youth organisation:** any organisation, public or private, working with or for young people outside formal settings. Such organisations can be, for example: a nonprofit organisation, association, NGO (including European Youth NGOs); a national Youth Council; a public authority at local, regional or national level; an education or research institution; or a foundation.

² **Region 9 Sub-Saharan Africa:** Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cabo Verde, Central African Republic, Chad, Comoros, Congo, Congo - Democratic Republic of the, Côte d'Ivoire, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Eswatini, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

³ **EU + Third countries associated to the Programme:** North Macedonia, Serbia, Iceland, Liechtenstein, Norway, Türkiye