

Partner organisation

PIC	904598333
EuropeAid ID	
Legal name of the organisation	AYPI - Association of Young Professionals for Improvements
Legal name of the organisation in Latin characters (if applicable)	AYPI - Association of Young Professionals for Improvements
Acronym/Organisation's short name	AYPI
National ID (if applicable)	27.09.2018
Department (if applicable)	-
Address	Benkovska 25 street, Harmanli, Bulgaria
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Profile

Type of organization	Non-governmental organisation/ association/social enterprise
Is the partner organization a public body?	No
Is the partner organization a non-profit?	Yes
Is your organisation: a public body at regional/national level; an association of regions; a European Grouping of Territorial cooperation; or a profit-making body active in Corporate Social Responsibility?	No

Background and experience

Please briefly present the partner organisation.

AYPI - Association of Young Professional for Improvements is a Bulgarian NGO whose mission is to empower young people to change their community, through self-developing, education and volunteering.

Objectives:

- supporting education at local, national and international level;
- promoting social networks and new media technologies for personal and professional youth development at local, national and international level;
- stimulating individual and organisational social responsibility at local, national and international level;
- encouraging entrepreneurship at local, national and international level;
- developing educational programs especially for young people at local, national and international level;
- to protect civil liberty and universal human rights for equal access to a high quality educational and cultural environment.
- to support the formation of citizens' own thinking and morals and defending them.
- to promote access to high culture and quality education, regardless of gender, religious beliefs and sexual orientation.

- to provide up-to-date, quality and / or expert solutions for dealing with localized problems in the fields of education, culture and tourism.
- to support and realize opportunities for educational and training creative mobility at national and international level.
- to improve the quality of educational and cultural offerings products.

Activities:

- Educational projects (seminars, conferences, training, summer schools);
- Intercultural projects (youth exchanges, study visits, networking events);
- Research projects;
- Challenges;
- Raising awareness campaigns;

What are the activities and experience of the organisation in the areas relevant for this application?

The organization's key founders are experienced marketing strategists, social media marketers, software developers, lawyers and financial specialists, sport trainers, doctors and teachers, with strong knowledge and experience in entrepreneurship, leading their own business in different niches. Exactly those key people are the ones, who were leading the training courses and lectures in the projects and events that we are taking part in.

Entrepreneurship – dealing with young people capacity of writing a business plan, into managing risks, putting their ideas action and finding the appropriate funding and stakeholder to support their holders.

Our general manager - Daniel Rogachev has been participating in numerous conferences, training courses and workshops leading the activities regarding entrepreneurship and digital marketing, working in this field for more than three years with couple of successful projects in the field.

Human Rights – our projects that we are establishing or taking part in have the aim to raise awareness and support the human rights values, combat discrimination, supporting equality and inclusion of minorities.

Digital – the aim of this field is to digitally empower people by offering access to online tools, free education and networking. Also, providing training courses and university lectures in the field of digital marketing, advertising, SEO, Content creation and Social Media. Rising awareness among young people (13-30) regarding the critical importance of digital skills to

smooth the path to the labour market through seminars and campaigns is also an activity which is not missed in our strategy for reaching our aims.

Employment – providing tools and educational training courses and events for youth in order to increase their employment on the job, gathering the business and the youngsters, which are interested and passionate about developing successful careers in a certain working environment.

Sport and Leisure - Throughout all the years of working hard and managing all the duties, deadlines and rules in the business and innovations our team understood how important and helpful could be if you do sport and exercise often. This is why we decided to give awareness of all the benefits which sport can give you, no matter what exactly sport you are passionate about.

Active citizenship and participative democracy – initiatives with the goal of encouraging youths to be more active in the field of youth participation, environmental and sustainability actions and raising the capacity of youth organisations.

What are the skills and expertise of key staff/persons involved in this application?

The key skills of the people involved in this application are: communication in foreign language meant to facilitate the intercultural communication and transfer of knowledge and good practices; digital competences developed as a result of the initiation of own online programmes and campaigns, but also due to the experience in national and international projects, meant to use modern technology to increase the coverage and impact of democratic norms, values and principles; social media marketing; digital marketing and advertising; software developing; maintaining healthy lifestyle; social and civic competences oriented towards personal and professional development and formation, exercise of human rights and democratic tools of control, monitoring and hold accountability; sense of initiative and entrepreneurship involving creativity and major contribution to the economic development and also social, due to the creation of new opportunities; cultural awareness which involves tolerance, respect and appreciation of diversity and how these values could be engaged in successful projects. The key persons involved in this application also present significant knowledge and experience in non-formal education, diversifying their interactive and creative methods of teaching in strong correlation with the European educational values.

Daniel Rogachev - President of AYPI and also a trainer, digital marketing strategist, social media expert and project manager working in the youth field since 2015. With a formal education background in marketing and business planning and non formal training. He is passionate about traveling, meeting people from other cultures and activating young people in various ways. Find out more:

www.linkedin.com/in/daniel-rogachev-2547a4115

Rosen Shtilionov - As an E trainer in Erasmus, he is most experienced in topics like: Project Management, Business Intelligence, E-business and E-governance, Teamwork and cooperation, Computer Sciences and Informational Systems. For all of the mentioned above he received international valid certificates, as well as a Diploma for Bachelor and Master Degree from Sofia University "St. Kliment Ohridski" in Bulgaria, as also practical experience in a few international projects. He has been part of the organizational team and trainers in projects have taken part in numerous projects and events on the topics mentioned above.

Kristiyan Kazanliev - Experienced trainer, business development strategist, experienced in negotiations, verbal and nonverbal communication. He is working and passionate about the human rights, laws and sport. Find out more:

<https://www.linkedin.com/in/kkazanliev/>

Elena Tarakova – facilitator and youth leader, with professional qualification in “Economics and Management”. Very familiar with non-formal education and its methods and tools. She has been part in more than 20 projects under the framework of the Erasmus+ program. With experience on topics such as: Eco- and Women entrepreneurship, Rural area development, Cross border cooperation, Youth leadership, Eco-friendly lifestyle, Alternative tourism.