



Funded by the
Erasmus+ Programme
of the European Union



Advertising ME

KA1 Youth Exchange

24 April to 05 May 2019

Balan, Romania

About the host organization

Ensemble Partout is a non-governmental organization which has its headquarters in Limoges, France. It has been created by a group of young people who want to promote mobility within Europe and allow other young people and young adults to discover the benefits of non-formal learning, to live unforgettable experiences in an international context and to increase their intercultural understanding and tolerance.

Ensemble Partout as an entity is newly created in the summer of 2017 but its members have previously activated in the field of Youth Work since 2015 till present. The staff has participated in more than 10 projects (youth exchanges, training courses, structured dialogues) in France, Romania, Slovakia, Czech Republic and Hungary. During all these projects, they have created many partnerships and found common interests with European NGOs with whom they will collaborate in the near future.

About our project

This Erasmus+ youth exchange “Advertising ME” will introduce the topic of digital marketing and freelancing. Our project aims to shape the character of the 60 participants from France and Romania, by encouraging them to design, manage and facilitate a real case scenario advertisement campaign, during 10 days, in Balan, Romania.

Aim of our project:

To raise the sense of initiative of 60 participants to approach self-employment by familiarizing them with freelancing as well as to develop their competences on digital marketing which will help to enter the global labor market as the freelancer considering the growth of online advertising.



Objectives of our project:

- ✓ Increase competences of 60 young participants from 2 schools in using digital marketing as powerful tool in successful freelancing.
- ✓ Facilitate nonformal safe learning contexts in which 60 participants from 2 schools will exchange ideas and attitudes towards freelancing and will identify useful tools in freelancing.
- ✓ Raise awareness of 60 participants about the possibilities and advantages of freelancing and Erasmus+ programme.

What will you learn and experience during this Youth Exchange?

- Get ideas on freelancing
- Digital marketing
- Become more self-confident
- Discover Romanian & French culture
- Erasmus+ and other opportunities

Venue, accommodation and meals

The youth exchange will take place in Bălan, a small town which lies in the Ciuc Depression. It is surrounded by the Hășmaș Mountains and provides a breathtaking view of the beautiful nature. The town's altitude is 850 m; this rises to 1792 m at the highest peak of the Hășmaș Mountains and the town is crossed by the Olt River which originates from the near mountains. According to the census from 2011, it had a population of 5,864 of which 3,625 (61.82%) were Romanians, and 2,124 (36.22%) were Hungarians. It is situated



37 km away from Miercurea Ciuc, the county seat of Harghita County, 28 km away from Gheorgheni and 63 km away from the Red Lake, is the largest barrier lake which was formed in 1837 after a landslide blocked the Bicz Valley. You can check the town's official website [here](#).



Accommodation and meals

For the accommodation, we will face the facility of “Liviu Rebreanu” High School – that provides lodging of 3 stars. The activities will take place in conference rooms and also outside. Accommodation will be arranged for 2 persons/room, grouped by gender. Breakfast, lunch, and dinner will be served at the same location every day, plus the coffee breaks. Each room has its own bathroom equipped with soap and towels.

Access to the internet: Unfortunately, in Romania the internet services are not highly reliable. At the location, there is limited access to the internet (Wi-Fi). Please leave your work at home and do not rely on the Wi-Fi.





Project Schedule

The daily structure of the youth exchange will be as follows:

08:00 – 09:00 – Breakfast	15:00 – 16:30 – Workshops III
09:00 – 11:00 – Workshops I	16:30 – 17:00 – Coffee break
11:00 – 11:30 – Coffee break	17:00 – 18:30 – Workshops IV
11:30 – 13:00 – Workshops II	19:00 – 20:00 – Dinner
13:00 – 14:00 – Lunch	21:00 – Night program

Travel Information

Participants can arrive 3 days earlier and leave 3 days after the project, the costs for food and accommodation will be supported by them. Skipping the activity days is prohibited.

French participants will have to arrange their transport to Bucharest-Romania and from there we will rent a bus that will transport the whole group to Balan on 24 of April and back on 5 of May. The costs for travel from France to Romania will be reimbursed by us in maximum 2 weeks after all the transport documents have been received and after the participants will send the pictures of the dissemination events made by them. A special session will describe this in details.

For large French groups (minim 8) the plane to Bucharest and back will be paid by us, after the participants will make a deposit of 70 EUR in our bank account. These money will be received back in the first day of activity.

Country of origin	Number of participants/ age	Number of group leaders	Maximum amount that can be spent on tickets
France	30 Participants aged 15-25	5 group leaders aged over 18	275 EUR/person
Romania	30 Participants aged 15-25	5 group leaders aged over 18	20 EUR/person



Important notes:

The schedule, the activities and the methods used during the project are totally adaptable and pliable on the profile and desires of the participants. Together with the group leaders, the experienced facilitators will choose the most suitable methods to be used during activities.

The English level of the participants is not a criterion of selection, but a great opportunity for themselves to develop it, benefiting of help and support during all days of the project.

Insurance

The participants are required by Erasmus+ program to have a valid travel insurance that covers liability to third parties for the whole period of the projects including the travel days. Supplementary, we also recommend our participants to get the European health insurance card. You are free to choose your insurance. The cost of the insurance represents the only financial contribution of the participant to the project. This cost will not be reimbursed.

General Information

Weather conditions: in the area of Balan, the average temperature in March-April is between **18 °C and 28 °C**. Please check [accuweather.com](https://www.accuweather.com) for more updated information about the weather.

☆ **Dress code:** Casual comfortable sportswear, slippers or sneakers for indoor and comfortable shoes for outdoor activities. According to the meteorological release, we do not expect rain during our mobility, but you never know, so you could pack a waterproof jacket just in case. We will also have there a swimming pool, so maybe a swimsuit will be welcomed.

☆ **Intercultural evenings:** each country is expected to prepare a short program to present their culture and eventually to bring some typical local drinks and snacks. The intercultural evening is the time when participants have the opportunity to get to know each other's culture better in an informal context. We encourage the participants to be as creative as possible in presenting their culture, to use theatre, dances or live presentations. We do **not provide** video-projector for this event and any kind of promotional video or power point presentation will be presented exclusively in spare time.



☆ **Meals:** we will provide you with three meals/day and two coffee breaks (coffee and tea available). The meals will take into account all the participants dietary aspects such as allergies, intolerance, and preferences. If you have any special requirements regarding food (allergies, intolerances, vegetarian, vegan, etc.) you are obliged to inform us in writing prior the beginning of the mobility. Otherwise, we might not be able to accommodate your requirements.

Phases and Deadlines

The selection of the participants will be done in the following phases and process:

1. Application period: group leaders will be responsible to select participants and invite them to fill the application form which we will provide.
2. Transport planning: the project coordinator will plan the trip to the project venue with the assistance of the group leaders. Each group must travel together to the project venue. Individual tickets and routs will not be accepted for reimbursement.
3. Preparation for the project activities; the group leaders from each country will be in touch with project coordinator and prepare their group for the project activities.
5. Two months after the mobility – Dissemination of the project results.

Groups of participants from each country are required to organize a dissemination event in their community or school to communicate the result of the youth exchange to the community. Participants are encouraged to do a presentation of any kind in order to show their learning process and experiences during the project activity.

Project team:

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For application, please complete the following form: Click here 😊	