



Practical information for participants of Youth exchange project

“Pro Mo”



Lithuania, Trakai region

15<sup>th</sup> – 22<sup>nd</sup> of March 2018

*“Pro Mo” is Erasmus + KA1 project funded by European Union*



Erasmus+



This project is funded  
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## 1. General information about project

Promotion is one of the most important factor in the economy; a good promotion plan makes the difference between success and failure. Promotion can be accessible if we have the right tools to discover its target audience and a good communication channel. Main objective of this project is to equip participants with the skills needed to create a promotional campaign, to use media and online networks in a helpful and productive way, by sharing methods, experience, examples of good practice and enhancing their creative and practical thinking using non-formal education techniques. We aim to provide participants with the competences to turn any environment or situation in their favour when it comes to marketing by using creative thinking. Through this project, we will reach youngsters who plan to start their own business, study or are interested in marketing. Youngsters often have initiative and ideas in starting their own small business or events and they face the difficulty of finding a way to promote it efficiently and with minimum or no financial effort. For example, youngster from all the high schools organise every year proms and different events with different thematic, for this they make crowdfunding in order to have the necessary finance. Unfortunately, big part of the money goes on advertisement as they don't have the knowledge to promote it. Creativity has the biggest part in designing of promotion campaign, and our youth have plenty of creativity

Objectives of the project are:

- To enhance creative thinking related to marketing;
- To share between participants methods and tools to improve the quality of promotion and networking;
- To engage participants to share good practice examples between themselves;
- To promote networking within the Erasmus + Youth in Action by creating cooperation opportunities for youth organisations.



Youth exchange will be held during 8 days (from 15<sup>th</sup> to 22<sup>nd</sup> of March 2018) in Lithuania, Trakai region. It will include number of workshops, simulations and presentations about public speaking, visualizing, methods of information delivery, training methods, games and energizers, session dynamics, etc.

For participation please fill in [this questionnaire](#) 😊

## 2. Profile of participants



Youth from Lithuania, Croatia, Bulgaria, Poland, Czech Republic , Italy and Spain will participate in this project.

We are looking for participants with next background:

- from 18 to 27 years old (group leaders can be older);
- **who plan to start their own business, study or are interested in marketing**
- show interest in discovering new promotional techniques and ways they can use it for career development or for personal use;
- able to communicate on English language at the sufficient level (you will need to communicate a lot and do presentations during mobility so it is not possible to participate with zero knowledge of language);
- motivated to participate in the project even more by the fact that this kind of activities are not organised often because mostly such activities are formal educational resources which takes a big financial effort;
- are youngsters who volunteer or work closely with partner NGOs and are motivated to take part in the project and to give input and share their knowledge.



We expect that participants will take part in all activities. In a case of unauthorized absence from more than 10% of activities and workshops we will not reimbursement travel and visa costs.



### 3. Travel costs and reimbursement



The 100% costs of travel will be reimbursed according to Erasmus+ travel framework maximum up to:

Country	Travel reimbursement
Lithuania	80 euro
Croatia	170 euro
Bulgaria	170 euro
Czech Republic	170 euro
Italy	170 euro
Spain	270 euro
Poland	170 euro

*The reimbursement procedure will be as following:*

During the project you will have to leave all your travel documents (tickets used to come to Lithuania and invoices). After you come back from Lithuania you will have to send all ORIGINAL boarding passes, invoices and tickets by post to the address of the Organisation (provided during the project). After we receive all documents from your country we will make a bank transaction to your sending organization or to your group leader's bank account.

If you cannot provide us with invoice, it is important to check if the price is written on the ticket itself.



Only the most economical way of travelling will be approved! Before booking any tickets you MUST get approval from our coordinator on e-mail [verseckas89@gmail.com](mailto:verseckas89@gmail.com) Please send us the screenshot of tickets that you would like to buy. It has to be clear the dates and the price of the tickets.

We do not reimburse any 1<sup>st</sup> class or business class tickets as well as taxi service. Keep that in mind! Tickets bought without our approval will not be reimbursed.



We are meeting on 15<sup>th</sup> of March at Vilnius Bus Station. Once we know the time of your arrival our team will organize transport from there to the venue.

Departure time on 22<sup>nd</sup> of March after breakfast (9:30h local time). We will be in Vilnius around 10-10:30

PLAN YOUR ARRIVAL AND DEPARTURE TIME ACCORDINGLY. OTHERWISE, WE CANNOT PROVIDE YOU WITH LOCAL TRANSPORT TO / FROM THE VENUE.

## 4. Travel to Lithuania

Lithuania is a country that can be easily reached by low cost flight. Good tickets websites are: skypicker.com skyscanner.net momondo.com and some Lithuanian websites greitai.lt and skrendu.lt

Your final destination is Vilnius oro uostas (airport). You can come 3 days before the project and stay 3 days after the project if you would like to explore Lithuania in general or Vilnius. If you would like to spend more time here, discuss it with project coordinator.

Vilnius is really worth visiting and we strongly recommend you to plan a trip to the capital. It is full of history, amazing architectures, Art galleries, street musicians. Vilnius was in 2009 European capital of culture.



Currency of Lithuania is euro; state language is Lithuanian, while many residents of the country communicate in English Russian and Polish.

Official language of the project is English but if you want to learn some Lithuanian phrases you are welcome This online resource can help you: <https://www.loecsen.com/en/learn-lithuanian>.

Feel free to contact our members for recommendations of hotels/hostels or local places that are interesting to see. Keep in mind that accommodation and food for extra days that you will stay in the country is on you 😊

## 5. Venue & accommodation



During the project, we all will stay in „La Villa Royale“. It is a villa house commonly used for weddings, team building activities and other big gatherings. The venue is situated 36 kilometers from Vilnius and 12 kilometers from Trakai. Participants will be accommodated in rooms 2-4 people of the same gender. If you have any requirements regarding room arrangements please, let us know in advance (not later than a month before the project starts). You can see more pictures of the venue here: <http://www.lavillaroyale.lt/lt/galerija/gamta>

Participants will be provided with towels, but you must have your own toiletries. One of the evenings we will have sauna. Please bring your swimwear with you.

## 7. Health insurance

The insurance is the responsibility of the participants! Please, make sure you are covered with an insurance plan during your stay in Lithuania! For participants from Bulgaria, Croatia, Latvia and Lithuania it would be enough to take European Health Insurance Card.

The European Health Insurance Card (or EHIC) is issued free of charge and allows anyone who is insured by or covered by a statutory social security scheme of the EEA countries and Switzerland to receive medical treatment in another member state for free or at a reduced cost, if that treatment becomes necessary during their visit (for example, due to illness or an accident), or if they have a chronic pre-existing

condition which requires care such as kidney dialysis. The term of validity of the card varies according to the issuing country. All EU members have right to European Health Insurance Card – get one before coming to Lithuania. More info on <http://www.nhs.uk/chq/Pages/1073.aspx>. We also recommend to take additional health insurance.



Participants that do not have any travel insurance will not be able to do check in the venue. Keep that in mind!

## 8. Youthpass certification

At the end of a project you will get Youthpass. Youthpass is a European recognition tool for non-formal and informal learning in youth work. It will confirm your participation in the project and will reflect which skills you learnt during the project. More about Youthpass you can read on official website [www.youthpass.eu](http://www.youthpass.eu)

## 9. Participation in leading activities

If you wish to participate in creating and leading one or several workshops together with our trainers, we are ready to cooperate! For this participation, you need to choose topics you like while filling in application form. Don't hesitate to contact Roberto ([rmesir@gmail.com](mailto:rmesir@gmail.com)) for any questions or arranging details.



## 10. Things to prepare

- Participants should prepare for intercultural evening (in this evening each country will present their culture); It won't be allowed to use screens, multimedia or computer (except for music) during the presentation, so prepare yourself to be creative 😊



- We are keen to see traditional dances and to hear traditional songs that are performed by participants. Do not forget to bring some traditional food and drinks for intercultural night.

- It's advisable to bring laptops as you will create presentations on them in the end of mobility for training received skills. It won't be also superfluous to take with you your cameras 😊

- We will visit Vilnius during the project; therefore, get warm clothes and shoes.

- Weather during March could be still chilly, rainy and can be snowy. We encourage you to pack your winter clothes and some basic medicines in case you get cold, flu, etc.



- Youth exchange is not a personal vacation or excursion. Be prepared to learn a lot of new things. Though, you should be prepared to have tones of fun 😊



## 11. Contacts

People in charge for this project: Donatas Verseckas and Vilislava Metodieva. If you have any questions feel free to contact us:

- via Facebook: <https://www.facebook.com/EUROHUGS/> (as a private message)
- e-mail: [verseckas89@gmail.com](mailto:verseckas89@gmail.com)
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Project coordinators in partner countries:

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