TRAINING COURSE
"MAKE YOURSELF VISIABLE 2"
IVANCICE, CZECH REPUBLIC
(DEADLINE FOR APPLICATION 15th OF SEPTEMBER 2021)

BASIC DATA

Place: Ivancice, Czech Republic
Arrival day: 12.10.2021 (Tuesday)
Departure day: 20.10.2021 (Wednesday)
Activity days: 13.10.-19.10.2021
Hosting organization: Stredisko volneho casu Ivancice
Working language: English

ABOUT ORGANIZERS

Stredisko volneho casu Ivancice is a centre of leisure time activities. It provides a special – interest education and services in the area of upbringing, education and edification for the general public. It works with children, youth and adults. It prepares for them hobby groups, occasional and open events, holiday and spontaneous activities. It establishes Youth clubs and Information Youth Centre. It participates in national and international projects. It hosts EVS volunteers from 2009.

Academy of innovation appeared as informal movement in 2013, as reaction to the current needs of young people of different regions of Russia. Since 2015 organization provides more educational opportunities for youth, especially intercultural and international projects which impact is so valuable in the current social and political situation. The organization was established by youth workers, representatives from business and educational sectors willing to cooperate together for common good.

PROJECT DESCRIPTION

Make Yourself Visible 2 is a continuation of a holistic LTTC that was already supported by the Czech National Agency in 2018. The feedback of participants, sending organizations and other stakeholders, showed us that there is a great need in the project on similar theme.

During the LTTC, the participants will discover nonprofit marketing tactics that amplify missions of their organizations, encourage donations, attract volunteers and stakeholders, and help their organization grow better.

The results of LTTC will be

- Nonprofit Marketing Strategy for each partners organisation
- Manual (with logos, branding styles and marketing strategies, which were developed during the course together with recommendations how to create them)
- On-line course (created by participants, containing the information about tools and methods learnt during the course with the practical information how to use them)

The LTTC consists of 2 TCs and homework stage between them

Objectives:

- To allow youth workers and NGO representatives from different countries to learn about marketing strategy and branding for their organizations, at the same time sharing their experience and learning from each other.

- To create conditions where youth workers will be able to practice creating brand for their own NGOs as well as marketing strategy which will allow them to "stand out from the crowd".

- To allow youth workers understand that creating marketing strategy doesn't cause spending a lot of financial resources and there're many free online tools available for that.

PARTICIPATION

Countries: Armenia, Poland, Germany, Ukraine, Latvia, Georgia, Hungary, Russia, Greece, Czech Republic, Croatia, Spain, Norway

Participants: 24 participants over 18 years old (two per country)

It is required to participate throughout the duration of activities and do not come later or do not leave the activity earlier.

THE PROFILE OF PARTICIPANTS

The training course is open for youth leaders, youth workers dealing with young people, staff from NGOs and active volunteers. **ESC volunteers cannot participate activities under Erasmus+ program because of double funding. It is a mandatory that the same participants took part at all the stages of the LTTC (2 TCs and homework stage)**

Criteria for selection:

- some experience in the topic of youth empowerment and high motivation to explore this topic
- shared expectations and clearly defined learning needs
- openness for and appreciation of non-formal learning process in high diversity context
- commitment to go through whole long-term learning process including responsibility for self-directed learning & learning outcomes as well high level of motivation and discipline, ability to deal with procrastination that might appear during the on-line learning phase
- commitment to reflect on personal learning process and ability to assess critically learning outcomes
- high commitment for follow-up activities and networking

TASKS TO BE DONE BEFORE

- **fill in the application form https://forms.gle/LuiWixcVzhqxTMoP6 if you are selected you will be asked to fill one more application with more detailed information about you**
- book travel arrangements, ensure short-term visa (if necessary) and health insurance
- **do not buy any tickets without approval of organisers**

WHAT TO BRING WITH YOU

- laptop, mobile phone or tablet
- passport and/or ID card
- health insurance documents and/or medicines (if needed)
- information about your sending organization (if you have materials you want to share, present, introduced, for promoting it or making new partnerships), each group will prepare short presentation about their sending organization
- prepare one interesting activity/game/icebreaker for the whole group
- traditional food or drinks for intercultural evening
- comfortable clothes and shoes, slippers
- if different electricity systems, adapted plugs
- mobile chargers
- table games, movies you like, music to organize common evenings
- good mood and energy

TRAVELLING

Arrival day: 12.10.2021 (Tuesday)
Departure day: 20.10.2021 (Wednesday)
Activity days: 13.10.-19.10.2021
The arrival and departure day has to correspond with the dates of activity. It is recommended to keep two days before and after activity days for the travelling to the place of the training course and back.

The supposed meeting point is 12.10.2021 at 5 pm in BRNO – BUS STATION Grand Hotel.
Later arrivals of participants will be solved by train connections from Brno to Ivančice.

A. Travelling by plane

You can come to:

- Prague – Vaclav Havel Airport
- Brno – Turany Airport
- Vienna – Schwechat Airport

From Prague and Vienna to Brno you can use buses of Student Agency. You can book at **www.studentagency.eu.**

From Brno – Turany Airport to the centre of Brno you can go by public transport.

B. Travelling by bus and train

You have to reach **Brno – BUS STATION Grand Hotel**.

You can come to:

- the central railway station (3 minutes by walk from the bus station Grand Hotel)
- the bus station Grand Hotel
- the bus station Zvonarka (10 minutes by walk from the bus station Grand Hotel)

Please use the cheapest means of transport

REIMBURSEMENT TRAVEL/VISA COST

Our organization reimburses the travel and visa costs based on **actual costs**. Travel costs to the maximum which is determined by the European Commission (based on the actual distant) and visa costs by 100% to the maximum of the project budget.

Country	**Maximum travel costs for one participant**
Poland	180
Germany	180
Croatia	180
Hungary	180
Latvia	275
Armenia	360
Georgia	360
Norway	275
Spain	360
Greece	275
Ukraine	275
Czech Republic	0
	Maximum visa costs for all group
Russia Armenia	240 120

We will reimburse on the basis of these rules:

- the travel costs will be reimbursed to the bank account of the participant within one month after receiving all travel documents and filling in the **FINAL REPORT**
- the travel/visa costs can be reimbursed to the bank account of the sending organization on the basis of the invoice
- the travel costs can be reimbursed in cash in CZK on the spot if the participant submits all travel documents
- the travel costs can be reimbursed if the travelling days correspond with the date of **ACTIVITY DAYS** (it is recommended **2 DAYS** before and after the **ACTIVITY DAYS** for the travelling to the place of the training course and back)
- the travel documents are: plane tickets, invoices, boarding passes, **ORIGINAL** or electronic bus/train tickets
- the postage is borne by the participant
- the outgoing bank fees are borne by the organization, the incoming bank fees are borne by the participant

Visa costs:

- the visa costs will be reimbursed after receiving all visa documents together with the travel costs
- the visa documents are: ORIGINAL bills, ORIGINAL or electronic bus/train tickets, invoices

The Czech Republic is in a Shenghen zone, so you need to apply for the short-term visa beforehand.

Invitation letters will be prepared as soon as we receive an application from participants.
HEALTH INSURANCE

The health insurance **is not provided** and will not be reimbursed from the project grant. All participants are strongly advised to purchase private travel instance.

COVID-19 INFO

For a good and safety flow of the mobility we recommend to all the Partners to select/ to send participants who have been vaccinated at least 14 days old since the last dose or have suffered from covid-19 in the last 180 days

And here are other information about the arrival of foreigners

- **what is valid now – participants form green and orange country can have negative antigen/ PCR test but BEFORE ARRIVAL – I will not arrange PCR anyone after arrival to CZ**

or

- persons who have suffered from covid-19 in the last 180 days (must be proved by a digital certificate EU COVID or an eligible entity operating in a third country for which an implementing act has been adopted in accordance with EU Regulation on the EU digital certificate COVID)
- vaccinated persons who have been at least 14 days old since the last dose, according to the following rules:

- **from red countries must be fully vaccinated or have suffered from covid-19 in the last 180 days**
- **attention for participants from third-country nationals – see below**

FOR INFO
Valid from 23.8.

Third-country nationals who do not have a residence permit issued by the Czech Republic or do not have a long-term or permanent residence permit in another EU + country, and those who do not live in countries with a low risk of infection are currently banned from entering territory of the Czech Republic. There are exceptions to this prohibition, which are described in Parts II./2. And II./3. protective measure of the Ministry of Health.

A. foreigners with a residence permit issued by the Czech Republic, citizens of the EU + from

- low country risk of infection (green color)
- countries with middle risk of infection (orange colour)

must have

- negative antigen/ PCR before arrival to the Czech Republic (PCR not older than 72 hours, antigen not older than 48 hours)

or

- persons who have suffered from covid-19 in the last 180 days (must be proved by a digital certificate EU COVID or an eligible entity operating in a third country for which an implementing act has been adopted in accordance with EU Regulation on the EU digital certificate COVID)

- vaccinated persons who have been at least 14 days old since the last dose, according to the following rules:

✓ Vaccination in EU + countries - must be proven by an EU COVID digital certificate

✓ Vaccination in non-EU + countries for which an implementing act has been adopted under the EU Digital Regulation EU COVID certificate (their list is published on the website of the Ministry of Health) - must be proved EU COVID digital certificate

✓ Vaccination in other countries outside the EU + - must be proved by a certificate of completed vaccination, whose model is published on the website of the Ministry of Health); in the case of vaccination in countries outside the EU +, only vaccines approved by the EMA or their equivalents are accepted approved by the World Health Organizationth Organization

B. third-country nationals who do not have a residence permit issued by the Czech Republic or do not long-term or permanent residence permit in another EU country + third-country nationals who have a short-stay visa issued by the Czech Republic before 11 May 2020 and who have a short-stay or long-stay visa issued in another EU + country same as above

but

find out if you have permission to enter to the Czech Republic according to the protective measure

ATTENTION

Third-country nationals who do not have a residence permit issued by the Czech Republic or do not have a long-term or permanent residence permit in another EU + country, and those who do not live in countries with a low risk of infection are currently banned from entering territory of the Czech Republic. There are exceptions to this prohibition, which are described in Parts II./2. And II./3. protective measure of the Ministry of Health.

ACCOMODATION AND FOOD

The participants will be accommodated in our organization. At the disposal 2, 3, 4, 5 beds-rooms, WC and showers are common in the corridor, WIFI in the training room, towels, bed linen.
Meals will be standard for all the participants (breakfast, coffee – breaks, lunch, dinner). Any special requests regarding the meal (e.g. vegetarian, allergies, special diet) should be communicated to the host organization before the start of the activities. Accommodation, meal and activities costs are entirely covered by the host organization

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