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Aim for Big Campaign

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ABC “Aim for a Big Campaign”

Arrival Date: 8th June 2018 **Departure Date: 15th June 2018**
Alicante, Spain

Training Course: **ABC “Aim for a Big Campaign”**
Mobility of Youth KA1 Erasmus +

Organizer: NGO Sal Fuera (SPAIN)

Partners: IUVENTA (SERBIA)
YOUTH SENATE TALLINN (ESTONIA)
YOUTH OF EUROPE (POLAND)
ARMENIAN OPEN SOCIETY YOUTH NGO (ARMENIA)
AGORA (BULGARIA)
FORENINGEN FRAMTIDSTAGET (SWEDEN)
INCEPTUS (LITHUANIA)
I.D.E.A. (GREECE)

Dates: 8th to 15th of June of 2018

ABOUT THE PROJECT:

This project is born as a natural follow up project, created from a need, in how to raise awareness among local people through CAMPAIGNING. Why? Campaigning can be the best and most effective way of achieving your goals. Campaigning can address the root causes of social problems and not just their effects. Campaigning can make a spotlight on issues that have not been addressed by policy makers yet. Campaigning can support and give a voice to those without one. And also, campaigning can lead to a glimpse of social change, but moreover campaigning is sometimes, the only action possible when the problem is so big that we need more people in our side, making more noise we can raise our problems to the decision makers level. So that, regardless of all threatening facts and data that people have, majority of people are not concerned with environmental issues. Because of this, we feel a great necessity to organize this international project in order to learn how to

develop a successful campaign, how to advocate on this topic and reach our target group, as campaign is one of the most powerful tools for raising awareness, especially when it comes to Environment. "Aim for a Big Campaign (ABC) " is a KA1 project, consisted out of one international activity; Training Course, in which 28 youth workers from nine countries will be participating. Partner organizations are from Serbia, Estonia, Poland, Bulgaria, Armenia, Lithuania, Greece & Sweden and NGO "Sal Fuera" from Elche, Spain.

AIM and OBJECTIVES:

The aim of the project is enabling all partner organizations to improve their skills in the field of marketing, campaigning and raising awareness, and help them to achieve their goals in the area of environment preservation.

The objectives of the project are:

- To provide necessary tools and methods for Campaigning, and pre campaigning for Environment preservation.
- To give and share knowledge about leading a successful campaign on this topic, and realizing the importance of a good campaign and its influence on society.
- Improving digital competence of all partner organizations (Using Social Media, Graphic Design, Video, etc.).
- Improving public appearance skills (Rhetorical skills, body language, writing a speech)
- Sharing of good examples and practices, and exchange of experience and previous work of the organizations involved.

METHODOLOGY:

The working methods used during the training course will include typical non-formal education methods, focused on individual and group exercises, workshops, live presentations, discussions, quests for experience and tests for skills by which we are going to cover all the components of the topic of the project: environmental protection + campaigning. This training course will root in the youth exchange "Nature2017.jpg" that included a lot of field work in the countryside of Elche, this time, we will also have field visit trip, however we will focus more in the workshops in order to develop an effective campaign. Be ready for changes, flexibility is one of the most important pillars in non-formal education methods. Stay open-minded, and most of all, we ask you to trust in the process :)

FOR WHOM:

- 28 participants in total from 9 different countries.
- 3 participants per country. Youth workers or youth leaders working in the field of youth.
- The participants should be above 25 years old. Younger participants will be considered previous acceptance of the training team.
- Experience in the field of youth work is required.

We would like to remind you that this project is based on **environment protection** and **campaigning**. If you feel that you can contribute with your participation, you are more than welcome! But think it twice if you're searching for a holiday trip, a city hunting experience or a beach resort. Accommodation will be in the city of Alicante, but not very close from the touristic sites. We will have a trip to Elche, meaning that we will walk under the sun, learn and understand the importance of the particular landscape of Elche.

You can find the application form link, here: <https://goo.gl/forms/3e5h8RBVjOqDTt562>

THE VENUE, ELCHE-ALICANTE

Elx or Elche is the hometown of NGO Sal Fuera. Our town it is known, mainly for our date palm trees. It's the only palm grove of its type anywhere in Europe. Also, we are in the province of Alacant (Alicante), the southernmost province in the region of Comunitat Valenciana. We invite you to do some Google research, tell us what you find out!

Our accommodation will be in the capital of the region, Alicante, and our working field will be in both cities, Elche and Alicante. The accommodation name is "Albergue Juvenil La Florida" where we will work and sleep. We'll have very comfortable rooms with air conditioning and private bathroom. Please, bring towels and toiletry since it's not included! :D You can find the description of the accommodation here:

<https://reaj.com/albergues/juvenil-la-florida/>

TRAVEL COSTS

We will reimburse your travel costs according to the rules of the Erasmus + Program. Reimbursement process of the travel costs will start upon presenting original tickets, receipts/invoices and boarding passes. Reimbursement will be done in EURO, regardless of the currency indicated on your ticket, receipt or invoice. The reimbursement process will start once:

- We have all the necessary documents regarding your travel costs (invoices, tickets, and travel costs document).
- The Erasmus + online survey is completed.
- The dissemination of the results of this youth exchange has been done by your sending organization. **(THIS IS VERY IMPORTANT)**

IMPORTANT NOTE: Please, do not buy any transportation ticket without consulting us at ongsalfuera@gmail.com any ticket purchased without consulting might be not reimbursed.

IMPORTANT NOTE 2: Reimbursement will be done after the training for the participants that accomplish the steps shown above.

However, we can reimburse ONLY to the 80% of the total travel costs (please consult the next table to check your 100%). The other 20% will be done once the project final report has been submitted and approved by the National Agency of Spain. This might take several months. So that, we STRONGLY suggest that you take a travel option that does not overcome the 80%.

Example:

„If I am a Polish participant, the 100% of the amount of the travel costs would be 360 €. If I spend 288 € for travel costs, it means that I would get after the training course by bank transfer, at least 288 €. If I spend more, the rest of the amount would be transferred by bank transfer once the project report is submitted and approved by NA.”

Country	Partner	Nr.of Participants	100% Travel Cost
Spain	SAL FUERA	5	20 €
Serbia	IUVENTA NEVLADINA ORGANIZACIJA UDRUZENJE	3	275 €
Armenia	ARMENIAN OPEN SOCIETY	3	530 €
Bulgaria	AGORA	3	360 €
Estonia	MITTETULUNDUSUHING YOUTH SENATE TALLINN	3	360 €
Poland	YOUTH OF EUROPE	5	360 €
Sweden	FORENINGEN FRAMTIDSTAGET	3	360 €
Lithuania	INCEPTUS	3	360€
Greece	I.D.E.A	3	360€

WHICH AIRPORTS ARE THE MOST CONVENIENT?

- Airport of Alicante/Elx. This is the best option according to distance. It's located only 20 km away from Elche, and 8 from Alicante and it usually has good deals.

- Airport of Valencia. This is the second best option regarding distance. It's located 155 km away from Alicante, but the city of Valencia and Alicante have good connections with train, bus and carpool. You have to count 1:25 min by car to Alicante. Can be around 20-40 € the transportation to Alicante.

- Airport of Madrid. This airport it's the least convenient according to the distance. But usually they have the best deals. If you choose this airport, it has to be a real good deal with the flight because then you have to add from 60 to 140 € for the transportation to Alicante. And it takes around 3:50 h by car. If you need help for searching the idea transportation inside SPAIN, please do not hesitate to contact us, we are willing to help you.

There are some websites for transportations such as:

<http://www.renfe.com/> (TRAINS)

<https://www.alsa.es/> (BUS)

<http://www.goeuro.es/> (Searching device)

<https://www.blablacar.es/> (Carpool, it works very well and they issue invoice with the price)

WHAT TO BRING WITH US?

Bring something to represent your country. Yes, we will have intercultural evening where you will have the space to present your country; we suggest that you bring some food, drinks, flags, materials, etc. If you are already familiar with intercultural evenings from other projects, this is a friendly reminder: we won't have space to show videos, sorry!

If you are a participant and you have laptop, cameras or video production/edition material, please bring it with you.

Nowadays, mobile phones and tablets are excellent cameras too. We know you will bring it with you ;) No need to ask for it.

List of personal items MUST bring:

- Cap, hat, something to cover your head (pretty sunny in here)
- Sunscreen cream, anything spreadable to protect your skin from our unforgiving sun.
- Swimming suit, beach towel, flip-flops... Yeah! Looks and smell like beach! (but not every day, don't get spoiled! ;)
- Toiletry of any kind you might and towel for your personal hygiene. Hairdryer, iron... These kind of items are not provided. But there is washing and drying do-it-yourself service, pre-paid.
- Comfortable shoes and clothes to walk, we will visit Elche and the river.

See you soon! ¡Hasta pronto! Please, if you have any further question, you can find us here:
ongsalfuera@gmail.com

Or here, <https://www.facebook.com/salfueraelche/>

Follow us on Facebook, Twitter and Instagram! :D

