

# IMPACT OF SOCIAL MEDIA ON THE DISSEMINATION OF ERASMUS+

## INFO PACK



### FIRST STAGE

**BAKURIANI, GEORGIA**

**11th - 17th November 2019**

### SECOND STAGE

**CZECH REPUBLIC**

**March 2020**



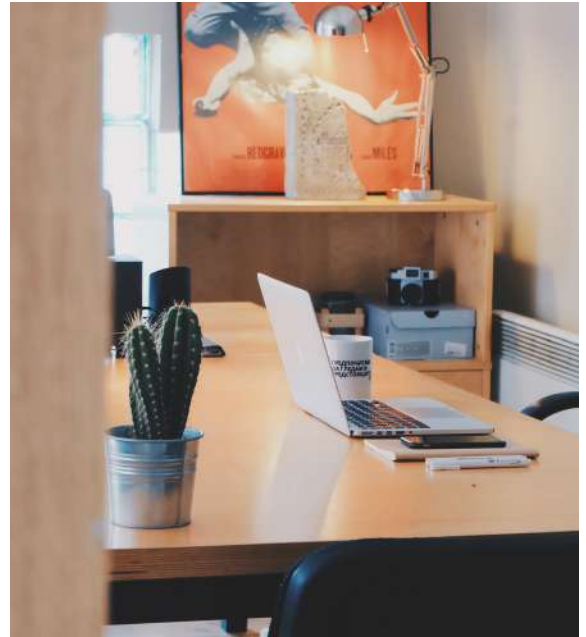
**ICPI**  
International Center for Peace  
and Integration



**Erasmus+**

# Project Description

**Impact of social media on the dissemination of Erasmus+** is a two-stage Erasmus + project that aims to be the essential ring between NGOs and society, and their relation with social media. It is designed in the manner of activities to eliminate the flaws in project dissemination by suggesting innovative ways of managing social media platform.



There are different gaps in methods of exchanging information that obstruct non-governmental organizations from disseminating their projects in a proper way and therefore, from getting more engagement. In parallel, most NGOs lack flexibility in communications with the audience and their disseminative actions seem obsolete while concentrating only on their projects and spending less resources on building a network which provides person-to-person communication.



As time passes, social media becomes the ultimate tool for communication to target audience which gives exact and measurable results in shorter period of time with less expenditures.

Dissemination of results is a crucial area of the Erasmus+ project lifecycle. **Impact of Social Media on the Dissemination of Erasmus +** sees dissemination as an inevitably accompanying action of the project which gives much bigger result in the end. Simply, by creating a data/content each day and spreading it to the audience raises much awareness rather than doing everything after the project is done. **Impact of Social Media on the Dissemination of Erasmus+** consists of all the necessary activities which will help participants to be more creative and use the opportunities of social media at any stage of project development.

# Objectives of the Project

---



- Empower NGOs to apply the knowledge to **improve project dissemination** practices;
- Develop **Social Media management skills**;
- Give the opportunity to **become an opinion leader** within a team and to teach others;
- Expand the **network** of NGOs contributing to Social Media management while disseminating their projects;
- Explore innovative ways to **create content** for social media networks;
- Get familiar with useful and flexible tools to **create ads**;
- Develop **media communication skills** among NGO and youth workers;
- Raise awareness about **civil journalism**;
- Get closer to the meaning of **corporate social responsibility**;
- Explore the best ways of **project dissemination**;
- Find out more about **project management in Social Media**;
- Develop **event planning skills**;
- Promote **non-formal learning** and present it as a tool for participation and development;
- Receive the best practices from the **experts** during study visits;
- Promote **inter-cultural exchange**, tolerance and solidarity.



# Who are we looking for?

**The general profile of the participants is following:**

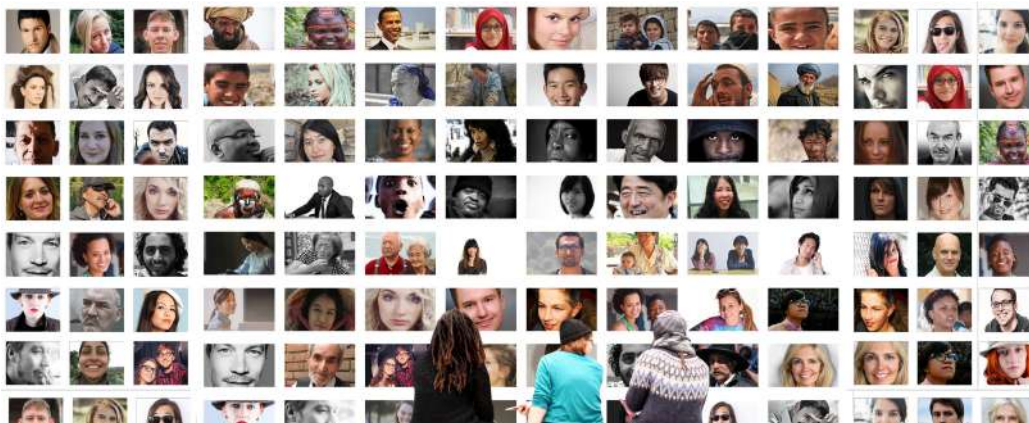
- aged above 20 years old;
- NGO members, youth workers, trainers (preferably with previous experience in Erasmus+ projects);
- project managers who were responsible for managing social medias of their organizations and expressed extremely high interest for learning effective dissemination tools;
- participants who were actively involved in advertising the work of their organization, had an experience in social media management and would use the skills gained during the project in their professional life.

**PLEASE NOTE THAT PRIORITY WILL BE GIVEN TO:**

Applicants with fewer opportunities (geographical, economic, or cultural).  
One FO per country.

Applicants who are able to participate to both stage of the project.

The project is designed as a long-learning process: the first stage is followed by the second one, therefore the **participation in both stages is crucial to reach the desired impact.**



***We invite you to a longer and deeper journey with us!***



# Accommodation & Food

In the first stage, accommodation will be provided near Bakuriani Alpine Botanical Garden, in "Eco House" Hotel. Participants will be allocated in three-bedded and four-bedded rooms. Rooms will be divided according to the same gender, but different nationalities.



About food, common aspects for both stages are:

- special menus for vegetarians, vegans and Muslims;
- each day there will be 3 main meals and two healthy breaks with fruits;
- consumption of local and organic food is the advantage of this venue.

**Use of alcohol during the project cycle will be forbidden.**

Participants will be able to have a taste of some typical alcoholic drinks during the cultural evening only.

Before the project start the participants will be asked about their special needs and organizers will maximally satisfy all the needs in frame of the project.

Selected participants will receive more technical information later, together with the dates of the second stage.

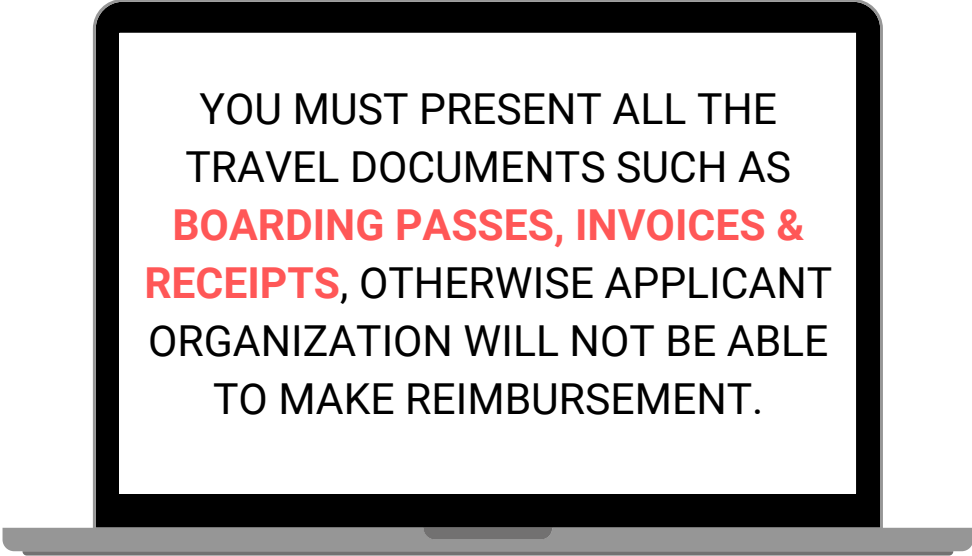


# Project Costs & Reimbursement

---

**DURING THE PROJECT DATES 100% OF ACCOMMODATION, FOOD AND TRANSPORTATION COSTS WILL BE COVERED WITH THE SUPPORT OF ERASMUS+**

**Participants must have TRAVEL & HEALTH INSURANCE valid for GEORGIA & CZECH REPUBLIC (not covered by the project)**



YOU MUST PRESENT ALL THE TRAVEL DOCUMENTS SUCH AS **BOARDING PASSES, INVOICES & RECEIPTS**, OTHERWISE APPLICANT ORGANIZATION WILL NOT BE ABLE TO MAKE REIMBURSEMENT.

The **travel costs** will be reimbursed for the **cheapest and direct** way of **transport** and **only under the condition that the participant will take part in the whole project**. Only **most economical** transportation can be used. The travel costs will be reimbursed according to the **amount limits** stated in the next page.

Reimbursement of the first stage will be done in cash on the second stage. Reimbursement of the second stage will be done via bank transfer to the account of the sending organization.

## **TIME FOR TRAVELING**

You are allowed to use maximum **2 extra days** for travel. You should arrange your travels in order for you to be in **Tbilisi before 4pm of the first day of the project, and not leave before 2pm on the last day of the project.**

**PLEASE NOTE THAT SELECTED PARTICIPANTS WILL HAVE TO PAY A PARTICIPATION FEE OF 30 EURO FOR EACH STAGE**

# Travel Limits

## FIRST STAGE: BAKURIANI (GEORGIA)

COUNTRY	PARTNER ORGANIZATION	NUMBER OF PARTICIPANTS	TRAVEL LIMITS (EUR)
Czech Republic	Genesis	5	340
Italy	Scambieuropei	3	340
Belarus	Liga Dobrovolnogo Truda Molodezhi	3	255
Hungary	Tudas Alapitvany	3	255
Greece	United Societies of Balkans Astiki Etaireia	3	255
Romania	GO Ahead	3	255
Portugal	Associação Spin	3	800
Spain	Associacio Globers	3	500
Turkey	Lykia Izcilik	3	255

Please note that 20 Euros have **already** been deducted from the travel limits in order to cover transportation from Tbilisi to Bakuriani and back during the project.

Selected participants will receive travel limits regarding the **second stage** later on.

### Attention!

**Before you book your flight tickets, please send your travel plan to us by email and **wait for our confirmation** (it will be fast). You cannot book your flight tickets without our confirmation.**



# Practical Information

---

## WORKING LANGUAGE

English

## DEADLINE FOR CHOOSING PARTICIPANTS

Wednesday, September 25th 2019

## DEADLINE FOR PURCHASING TICKETS

Saturday, October 5th 2019



If you have any questions or queries, do not hesitate to contact us at:

[impactofsocialmedia.erasmus@gmail.com](mailto:impactofsocialmedia.erasmus@gmail.com)

Please, join our **Facebook** group  
(click **HERE**)



**Selected participants** will receive instructions for a **small task** to complete **before the project**.

Please note that **Genesis** and the **International Center for Peace and Integration** may use **audiovisual tools** (pictures, videos, live stream, project movie) for the purpose of **dissemination of the project results**. If you DO NOT wish to appear in these digital material, please indicate so in the questionnaire below.

And finally, **once you have been selected**, complete the **online questionnaire** (click here).

