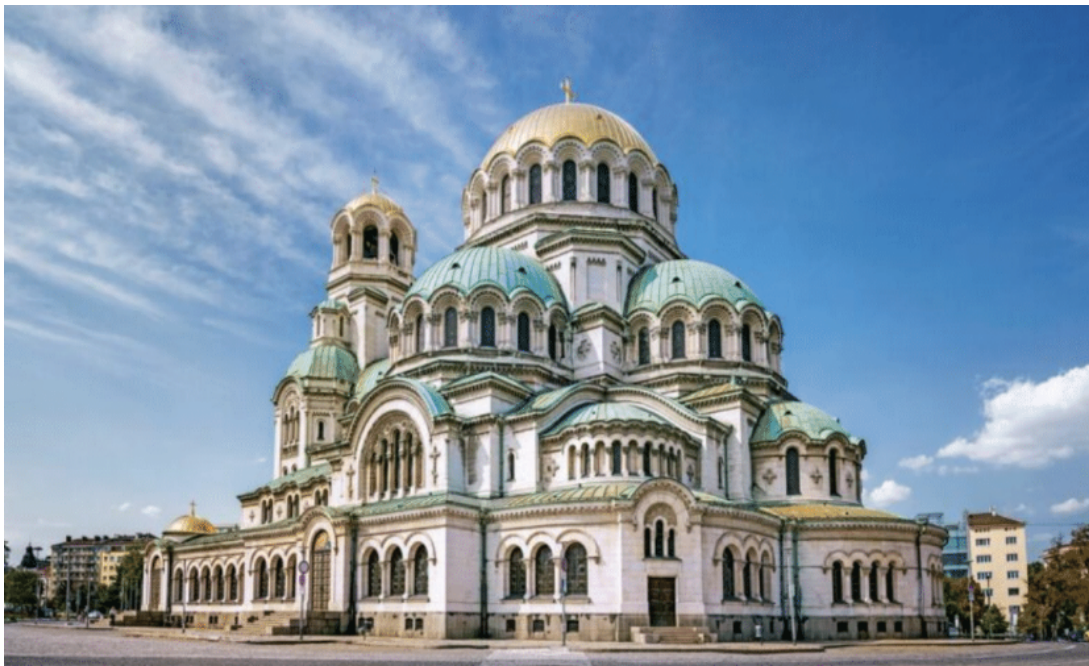


Digital Skills Bootcamp

Digital Skills Workshops for NGOs

**JULY 21ST - 27TH 2024,
SOFIA, BULGARIA**

Training Course under
Erasmus+ Accreditation



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PROJECT DESCRIPTION

The project 'Digital Skills Bootcamp' is a Training Course designed for youth workers as part of the Erasmus+ programme. It explores different digital tools and virtual strategies in youth work, emphasizing personal and professional development, digitalization as part of the sustainable growth mindset, and methods to connect to your target audience through digital campaigns. The project's goal is to create practical, hands-on materials, implementable strategies, and interactive workshops tailored to NGOs with a focus on achieving a better virtual presence and digital branding.

The project will cover the following topics:

- Digital Project Management
- Benchmark research
- Digital Storytelling (with and without AI)
- Digital Design Creation (with and without AI)
- Digital campaign creation, A/B testing, and Social Media management
- Presentation, public speaking and leadership skills

Profile of participants

- This training course is designed for **21 participants** coming from different European countries.
- The participants will be youth workers (18+), working in youth associations and/or the promotion of youth participation and active citizenship. Any participants with experience in volunteering and/or interest in digital project management are welcome to represent their countries.
- Gender balance will be taken into consideration

The training course will follow a program of activities and workshops that focus on developing digital skills, non-formal education, and youth-centered design. Over the course of 6 days, participants will have the opportunity to get to know each other through team-building activities, workshops, cultural evenings, and a variety of sessions focusing on the development and execution of digital projects.

IMPORTANT TRAVEL INFORMATION

WORKING LANGUAGE

The working language of the project will be English.

DATES

- The participants should arrive on **July 21st** before 18:00 local time.
- The departure will take place on **July 27th** after breakfast.
- Please note that you cannot arrive later or leave earlier. According to Erasmus+ rules, you have the right to stay for 2 extra days, but the Erasmus+ programme does not provide funds for these 2 extra days. So if you plan to stay in Sofia for 2 extra days, keep in mind that you will have to pay for accommodation and food during this period.

TRAVEL

Instructions to arrive in Sofia, Bulgaria - the most direct way is to arrive at Sofia Airport.

If you arrive at Airport Terminal 1 - there is a FREE shuttle bus that will bring you to **Terminal 2**.

From Airport Terminal 2 - Take the Metro. Line M4 (YELLOW) direction OBELYA

To get to the venue you should get off at **F.Joliot Curie metro station** (it is about a 20-minute ride). From there your venue is in 2 minutes walking distance. Its address is **bul. "Dragan Tsankov" 21A, 1113 g.k. Iztok, Sofia**.

TAXI (only if no other options are available)

If you need to take a taxi, PLEASE take only YELLOW taxi (a safe TAXI company. It says YELLOW on their cars). It is usually the company that does not cheat but to be sure ask the driver about the price prior, before you enter the car.

It is usually around 20-25 leva = 10-13 EUR.

Also please for sure to ask for the invoice for the taxi ALWAYS. Otherwise we won't be able to reimburse you.

TRAVEL COSTS AND REIMBURSEMENTS

Please note! You will be reimbursed through the partner organization you represent.

***Visa costs will be covered.**

***Participants should arrange their own insurance for travel and stay in Bulgaria**

This training course is open for participants
coming from all EU member states and Turkey.

The Erasmus+ program will cover your traveling costs up to foreseen limits. To calculate the traveling budget for your country you should use the

 **Erasmus+ Distance Calculator.**

**Just type the name of the city you are starting your journey from.
Your destination city is Sofia, Bulgaria.**

Only the exact amount written on the ticket will be accepted. Please do not book tickets from travel agencies. Payments for luxury transportation options will not be made during the journeys. You should travel in economy class and take public transport.

We will refund you based on the actual costs upon the presentation of:

- Invoice of the plane ticket.*
- Boarding Pass with a clear mention of the passenger.*
- All other transportation-related bills.*

All refunding procedures will be done after the project and directly to your sending organization, which is the official partner of the project.



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PARTICIPATION IN THE WORKSHOPS

All the participants are expected to participate fully in all activities unless they have health issues.

Unauthorized absence from activities and workshops is not permitted.

- The workshops are carried out and led so that all participants can share their perspectives on the topic. We expect you to be very participative and fully involved in the activities.
- If you don't attend the workshops, **you will not be reimbursed for the travel costs.**

How to prepare?

- **Present your organization.** We invite you to prepare some materials about your sending organization and present them at the beginning of the Training Course. We will be interested to hear more about projects, initiatives, experiences, and good practices with a focus on sustainable growth and development that your sending organizations have handled. And, of course - about your personal experience and contribution in the same fields.

- **Intercultural exchange.** Sharing is caring 

Please bring some special snacks, sweets, food, and drinks that are typical for your country. Please keep in mind that you **won't be able to cook** and **there is no access to a refrigerator** in the facility but any packaged and ready-to-consume goods are welcome.

How to present your country - with a theatre play!

WHAT TO BRING WITH YOU

 **Laptop**

 Personal hygienic kit and towel.

 If you are using medicines or have allergies, bring your medicines with you and inform the project team.



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YOUR STAY IN SOFIA

Sofia's STEM Center

<https://stem.mon.bg/stem-sofia-new/>

Located in one of the most beautiful neighborhoods of the capital. The STEM Center is an educational center used for training, organizing and conducting seminars, meetings and conferences, as well as for preparing students with outstanding talents for participation in national and international Olympiads.



All participants will be staying in double or triple rooms.

Breakfast will be held at the hotel. Lunch and dinners are organised by the coordinator in a nearby restaurant. Specific dietary needs will be noted on the registration form that we will supply closer to the dates of the mobility.

Contact Details

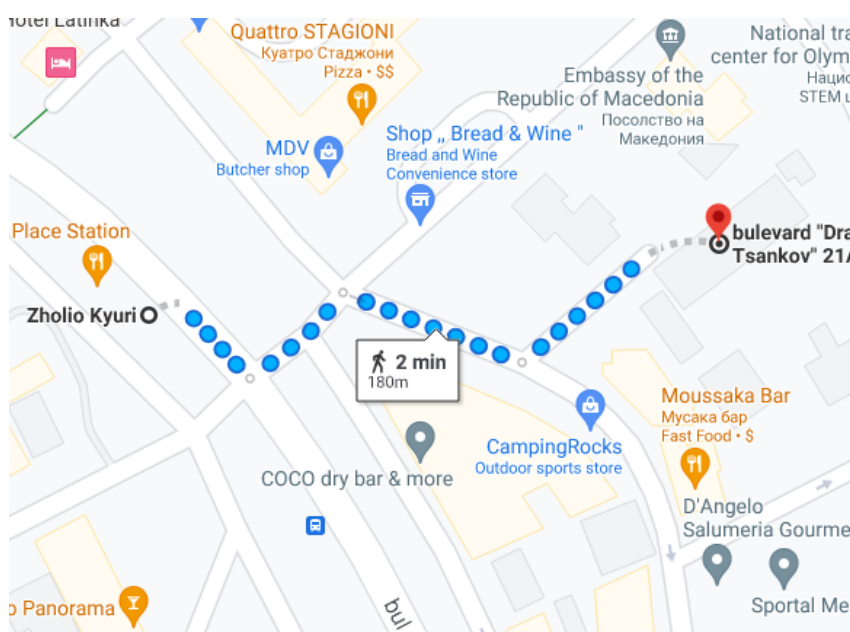
Tel.: +359 884 210349, +359 877 797824

E-mail: u.centar@abv.bg

Reception: +359 2/8700717,
+359 884219713

Address:

bul. "Dragan Tsankov" 21A, 1113 g.k.
Iztok, Sofia (2 minutes away from F.
Joliot Curie metrostation)





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GETTING AROUND IN SOFIA

Sofia, the capital of Bulgaria, is a vibrant city located at the foot of the Vitosha Mountain. It boasts a rich history dating back thousands of years, with a blend of ancient Roman and Byzantine heritage alongside modern European influences. Visitors can explore a wide range of attractions, from historic landmarks like the Alexander Nevsky Cathedral and the ancient Serdica complex to the thriving arts and culture scene.

Hotel to City Centre

To get to the city you can get the metro from F. Joliot Curie and get off at Serdika metro station which is located exactly in the center of Sofia. It is about 20 minute ride from the hotel.

The city center has many pedestrian areas including the main shopping street “Vitoshka”, the National Palace of Culture and the city gardens “Cristal”, “Borisova Gradina” and the garden in front of the National Theatre.

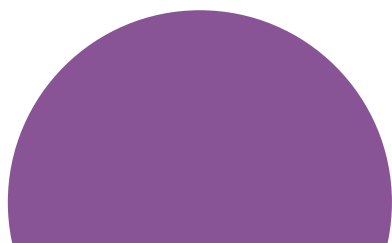
To get around the city, you can also take the bus or the tram. You can buy tickets from the driver (but you need the exact amount in leva). You can also pay directly with your debit card at the machines provided in the buses and the trams, and at the entrance of the metro.

The metro ticket costs 1.60 LEVA = 0,80 EUR

In Bulgaria, the currency used is LEVA (BGN)

2 LEVA = 1 EUR

**You can withdraw money from the ATM at the airport
or once you reach the city.**





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TRAINING COURSE PROGRAMME

IMPORTANT

Bring your own laptop!



| DAY | Activity | Details |
|----------------------|--|---|
| 1 21/07/24 | Arrival and Welcoming | Getting to know each other |
| 2 22/07/24 | Introduction to Digital Design Thinking | What is Design Thinking and how to apply it in your Digital Project Management |
| 3 23/07/24 | Benchmark Research and Intro to Digital Storytelling | How to research other projects and how to connect to your audience |
| 4 24/07/24 | Digital Creative Visuals | Explore and use different visual design tools |
| 5 25/07/24 | A/B testing your Digital Campaign | Pilot and Evaluate your first digital campaign |
| 6 26/07/24 | Cyborg Expo | Group Presentations of the Digital Campaigns |
| 7 27/07/24 | Closing Day | Departure after breakfast |



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CULTURAL PROGRAMME

Sofia's City Parks and Gardens

Explore Sofia's City Parks and immerse yourself in their summer vibes.



Summer Athanasovden

A summer festival associated with the beginning of the harvest.

Cultural Night at Hadgidraganovite Izbi

Traditional Bulgarian cuisine and live folk music - the ultimate Bulgarian experience.



Visit of Sofia's City Center

A lot of the historical monuments in the city centre are free to see including Alexander Nevski, the biggest cathedral in the Balkans.

See you soon!

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