



Erasmus+

**BEYOND THE
MIRROR - SHAPING
YOUR MIND
TRAINING COURSE**

MADRID, SPAIN

29/05/25 - 05/06/25

C/BUEN GOBERNADOR 5, 28027
MADRID



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General Information

1 Basics

- 10 partners
- 24 youth workers
- Avila - Madrid, Spain
- 29/05/25-05/06/25
- Aeropuerto Madrid-Barajas - Avila

4 Topic

The project aims to encourage in-depth discussion between youth leaders and young participants by addressing important issues such as adaptation to new technology and social media standards. One of the main objectives is to critically evaluate digital content and understand the impact of artificial intelligence on media consumption and the dangers of manipulated images. We will explore teambuilding activities and create both printed and digital versions of communication campaigns to raise awareness on topics like ethical use of AI and our perception of social media standards.



2 Applicant Organization

Building Bridges - Yeseuropa

Type of mobility
Mobility of youth workers (training course)

5 Contact Info

- WhatsApp
+34 673402139
- Correo:
voluntariadocorto@yeseuropa.org
- Instagram:
[@yes_europa](https://www.instagram.com/yes_europa)

3 Participants Profile

- People 18-30yo, with a interest in digital communication, social media, and teamworking topics
- Youth workers, volunteers, or individuals involved in educational, social, or cultural initiatives
- Basic knowledge of digital tools and social media platforms is encouraged, along with a willingness to discuss about communication strategies, campaign creation, and critical thinking.
- Open-minded, eager to engage in discussions on media literacy, and self-perception, and motivated to contribute to inclusive group activities.



Travel Budget

The maximum budget for transportation per person from each organization is:

Country	Organization	Nr of People	Max. travel budget per person	Distance km
Spain	ASOCIACION BUILDING BRIDGES	4	56,00€ (Green Travel)	10-99
Türkiye	Egitim Programlari ve Evrensel ve Kulturel Aktiviteler Dernegi	2	580,00€	3000-3999
Ireland	Africa Europe Diaspora Connection	2	309,00€	500-1999
Poland	Adult and Youth Education Foundation	2	309,00€	500-1999
Czechia	BRNO FOR YOU ZS	2	309,00€	500-1999
Portugal	AEVA	2	309,00€	500-1999
Croatia	European Academy of Strategic Training and Business	2	309,00€	500-1999
Italy	ENJOY SICILY	2	309,00€	500-1999
Cyprus	Filodasikos Syndesmos Agrou	2	580,00€	3000-3999
France	Concordia Auvergne	2	309,00€	500-1999
Greece	Greek Youth Mobility	2	395,00€	2000-2999

Project Updates and Participant Requirements

The timetable for project activities is available at this [LINK](#) (*it may be subject to modifications!*)

What Participants Need to Bring:

- Passport/Identity Card: Ensure your documents are valid for travel.
- Money (€): For personal expenses during the training (card and cash)
- Medications: Bring any necessary medications you may need.
- Comfortable Clothing: Appropriate for activities and varying weather conditions.
- Personal Computer and Mobile Phone: These are essential for creating campaigns, including logos, PowerPoint presentations, and digital content. Participants are strongly encouraged to bring their own digital devices, such as a tablet, laptop, or phone. Most activities will involve group work, so if some participants do not have these devices, they can share with team members. If necessary, the organizing team will provide any missing equipment.

To start the selections as soon as possible, at this link you will find the form to be sent to participants for selection:

<https://docs.google.com/forms/d/e/1FAIpQLSeHykOjh1JzvpJkkw25gscN7M-3jEl1hxHYmVODjJzTC9YV6g/viewform?usp=header>

Transportation

IMPORTANT! Before purchasing any tickets for your group, **contact** the project facilitator to confirm the details:

Francesca Lucci - voluntariadocorto@yeseuropa.org

WhatsApp: +34 673 402 139

Closest Airport & Final Destination

The nearest airport is **Madrid-Barajas (MAD)**. The project will take place in **Ávila**, a city located near Madrid.

How to get from Madrid to Ávila

- By Train

Trains to Ávila depart from Príncipe Pío Station, located near the Royal Palace of Madrid. The journey takes approximately 1 hour and 30 minutes (€13).

Alternatively, there are 4 daily trains from Chamartín Station (approx. 2 hours).

To reach Chamartín, take Metro Line 1 (crosses the city center) or Line 10.

As train availability can be limited, especially on weekends or holidays, it is recommended to book tickets in advance on this [website](#).

- By Bus

The fastest way to get to Ávila from Madrid is by bus, taking around 1 hour and 20 minutes.

Buses depart approximately every two hours from Méndez Álvaro South Bus Station.

To get to Méndez Álvaro, take Metro Line 6, which connects with Line 1 at Pacífico station.

The first bus leaves at 6:30 AM, and the last return bus to Madrid is at 9:00 PM.

You can book your ticket in advance on this [website](#).

Arrival Deadline

You should arrive in Ávila by the evening of 29 May 2025.

Reimbursement

Transportation costs (airplane + bus/train) will be reimbursed upon presenting the original boarding passes and invoices, after the **completion** of the project.

Accommodation



The residence is located within a **10-minute walk from the train station** and a **15-minute walk from the bus station**. Unfortunately, the building does not have an elevator and is located on the third floor, making it **inaccessible** for people with reduced mobility.

With over 60 years of uninterrupted service to young people, the residence promotes values such as responsibility, teamwork, discipline, respect, and companionship. It offers both single and double rooms, all fully equipped with private bathrooms. Additionally, the residence features a dining hall, an auditorium, a game room, a swimming pool, multi-sports courts, a chapel, and a reception area, ensuring a comfortable stay in an environment that fosters both personal and academic growth.

Participants will have access to full board accommodation, including breakfast, lunch, and dinner, served in the dining hall.



About the Project

2 Our roles in a Teams

We will discover our team roles and watch TEDx/YouTube videos on leadership and communication. Teams work on exercises on teamwork, conflict management, and team building

3 Encourage Collaboration and Inclusion:

Create a collaborative space for participants from diverse cultural and professional backgrounds to share experiences, develop new skills, and establish lasting networks.

1 Develop Digital Literacy

Enhance participants' understanding and critical thinking of digital tools, artificial intelligence, and media platforms to address their influence on body image and self-perception.



4 Is the future of AI sustainable?

Open debate on the ethical use of AI in media. Challenge the idea that "digital" always means sustainable. We will analyze a case study.

5 Exploring Media and Self-Perception:

We will critically reflecting on how social media platforms impact body image and self-perception. Using short videos and open debates, participants explore how social media shapes attention spans, algorithms, and cultural expectations.

6 Campaign Creation and Social Media Strategy:

Create both printed and digital versions of communication campaigns to raise awareness on topics like ethical use of AI and our perception of social media standards. We will create also campaign logos and a powerpoint presentation. The goal is to programme and publicize the work done on social media (posts, stories, tags, calendar etc..)

About the project

The training will focus on communicating and elaborate critical thinking regarding key challenges posed by digitalization, media influence, and life perspective shaped by social media. The presented methods and practical exercises will focus on:

Digital Communication:

Debating about strategies for using social media and digital tools to communicate impactful messages, including how to manage communication.

Social Media Strategy:

Develop an approach to digital communication by planning and scheduling content for the project's Instagram account. Participants will explore how to set an audience strategy and posting schedules to ensure a consistent an online presence.

Teamwork:

Organizing and managing teamwork effectively, particularly in creating campaigns in groups addressing the complexity of AI and our view of social media

Creativity:

Encouraging creative thinking and creativity in content creation.

Strategic Thinking and Campaign Creation:

Planning and executing digital campaigns, understanding the importance of language, visual storytelling, and audience engagement.

Check List

Health Insurance

It is obligatory to have an insurance.
Please, also remember to take your
National Insurance card.

Travel Document

We are obliged to present all original tickets, boarding passes upon the request of our National Agency. Please print in advance all documents, which are related to travel expenses.

Please do not lose your boarding passes!

Food

We provide 3 daily meals + coffee breaks.
However, do not forget to take your pocket money to use it during free time.

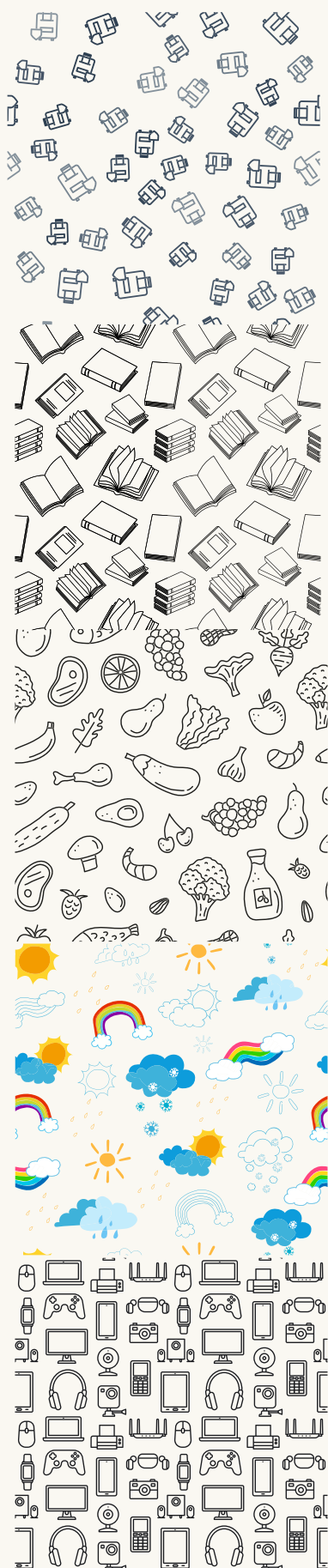
Weather

The weather in Spain, during this season, should be sunny. Even though it can be sometimes a little windy and rainy.

Some activities can be carried out outside - be prepared for that. Check the weather [here](#).

What to bring

- Passport: Remember to check that you have a valid passport/ identity card to travel
- Money€
- Medicaments
- Comfortable Clothing
- Personal Computer/Tablet and Mobile Phone





INTERCULTURAL NIGHT

We would like to ask you to prepare a **cultural night** to the rest of the group. Cultural nights can consist of games, presentations, cooking or dances that represent the culture of each partner's home country.

So bring any **cultural food, drink, game or music/playlists** that represents your home!

It's a fun and engaging way to experience and learn about the unique traditions and customs of different regions. It is entirely up to you what to bring for this evening. *Please note that we can ask if it is possible to cook food in the kitchen for this evening, in case some of you wanted to prepare anything hot (let us know)!*

If you are still not certain what all this means, **if selected**, please just write to us and we will give you more examples.

You will get some time to prepare for the evening during the project, however it is best that you prepare as much as you can before you come, as the time during the project will be very short. As there are **2 people** from each country you may wish to consult with the other person coming, so you can prepare something together.

