



“Entrepreneurial Spirits” ID: 2020-1-FR01-KA229-080542

Programme of the C4 Short-term exchange of groups of pupils of the Erasmus+ Project held in Spain at **Institut Josefina Castellví in Viladecans** during 11th-18th February 2023.

C4- START UPS & ADVERTISING

Time	ACTIVITIES	
Saturday 11-02-2023/ Sunday 12.02.2023		
Saturday	Arrival of the Erasmus + partners. - Groups are picked up by the hosts from the meeting points. - Students are welcomed by the host families and taken into families - Guests check in at the hotel (<i>B&B Viladecans</i>)	Turkish team: 11th February (Saturday) at 11:50, El Prat (BCN), Terminal 2 French team: 11th February (Saturday) at 12:10, El Prat (BCN), (VY8003) Terminal 1 Romanian team: 11th February (Saturday) at 21:05, El Prat BCN, (W63563) Terminal 2
Sunday	Welcome dinner only teachers----- Bcn or Viladecans	
Monday 13.02.2023		
		Breakfast
08:30-09:30	Welcome event - Ceremony in the school's auditorium	
09:30-09:45	Coffee/tea break	
09:45-10:45	Guided tour of the school	
10:45-11:45	<u>An introductory taste of us:</u> Delivery of the program, and maps of the city and public transport. Video presentation of Barcelona. Video presentation of Viladecans. PPT: Entrepreneurship at Josefina Castellví and the Project <i>Talent a Les Aules</i> . https://fb.watch/hLQQf2b6wH/?mibextid=2Rb1fB	
11:45-12:00	Coffee/tea break	
12:00-13:00	<u>Topic related presentation by host</u> PPT about advertising (meaning/importance of advertising): Seminar: The importance of communication and advertising in organizations Workshop: Creation of work teams and challenge: how to reduce the use of plastics? (5 teams). Spanish students provide a laptop.	
13:00/14:00	<u>Topic related presentations prepared by host and by partners:</u> Interviews made with some local entrepreneurs about their advertising strategies - ES, TR,FR,RO- (please, <u>the interviews must not exceed 10 minutes per participant</u>)	
14:00-16:00	Lunch at restaurant Can Batllori	Around 15€
16:00-17:00	<u>Visit to the City Hall</u>	



17:00-17:15	Visit to <i>Forn de la plaça</i> , a local bakery that sells the famous cookies from Viladecans called “Mamuts” (mammoth fossils were found in Viladecans and the mammoth is the mascot of the city of Viladecans). https://www.youtube.com/watch?v=ColH4GPTQCA&t=72s
17:15	Students are taken to families and teachers return to the hotel Free choice for teachers’ dinner
Tuesday 14.02.2023	
Breakfast	
9:00-10:00	Visit to an international business UNILEVER to know the communication keys of the company explained by Ana Palencia (Communication Manager) Spanish students provide a laptop.
10:00-11:00	Welcome VIE (multipurpose community centre CUBIC) Seminar: Design of advertising strategies Workshop: Design of an own advertising strategy
11:00-12:00	Seminar: The keys to designing the image of a company Workshop: Design of the project image (logo)
12:00-12:30	Coffee/tea break
12:30-13:30	Workshop: How to post the designed logo in social media and gain followers. Start of the contest
13:30-14:00	Seminar: The importance of project communication and dissemination Workshop: Drafting and layout of a press release to promote the Erasmus+ program
14:00-16:00	Lunch at Goiko Grill
Around 15€	
16:00-17:00	Visit to a local business (C.C.Vilamarina) Manuela de las Heras, the marketing director of the shopping mall, will explain to us the communication strategies used by them.
17:00	Students are taken to families and teachers return to the hotel Free choice for teachers’ dinner
Wednesday 15.02.2023	
Breakfast	
9:00	We meet at high school to catch a train to BCN.
10:00-11:00	Visit to Pier01: entrepreneurial centre of the city of Barcelona where we will visit: - The premises of ACCIÓ (Generalitat de Catalunya) institutional welcome - BarcelonaTech (Spain’s first technological hub) "The importance of the joint sectoral communication plan of companies" - ByHours as an example of a 100% online company. Seminar about " The importance of communications in a 100% digital company "
11:00-11:30	Coffee/tea break
11:30-13:00	Workshop: presentation of each group’s business ideas, advertising strategies and created logos. - VIP: A Spanish member of each team will provide a laptop. Assessment with rubric.
13:30	Lunch at NAP MAR pizza BCN
Around 15 €	



15:00	Barcelona free guided tour (Barceloneta, Port Vell, Colón, Rambla, Plaça Reial, La Boquería, El Raval, Plaça Catalunya, Passeig Gràcia, Casa Batllò, Casa Milà-La Pedrera)		
18:00	Students are taken to families and teachers return to the hotel Free choice for teachers' dinner		
Thursday 16.02.2023			Breakfast
8:15-9:20	Erasmus students attend class with their partners (only students)		
9:30	Departure from Viladecans by bus. 10:00 Pl. Espanya 10:00 – 10:45 Montjuic tour 11:00 – 12:00 Park Güell 12:30 – 14:00 Ciutat vella- Barri Gòtic	Around 85 €	
14:15-15:15	Lunch at "Fresco"	12,50€	
15:45-17:15	Visit to Sagrada Familia		
17:30/40	Students are taken to families and teachers return to the hotel Free choice for teachers' dinner		
Friday 17.02.2023			Breakfast
9:00-10:30	Visit to Patrimoni Viladecans. <i>Museu Can Amat (Carrer d'Angel Guimerá, 12)</i>		
11:00-11:30	Return to high school. Coffee/tea break		
11:30-12:00	End of contest and prize-giving.		
12:00-14:00	Students split in 2 groups 1- 3D printing of a key ring with the logo 2- Activities at the playground: ball de bastons (dance with sticks) and bitlles catalanes (Catalan bowling)		
12:30-14:00	Evaluation of the meeting (only teachers) Website presentation/updates – ES erasmusentrepreneurialspirits.eu eTwinning/updates – TR Facebook/updates – RO Mobility tool – filling in information on the platform Quality management Monitoring analysis Future actions		
14:00	<i>Lunch – only for teachers</i>	<i>El Rincón de Lola - Castelldefels</i>	Price???
20:00-23:00	Farewell dinner		
Saturday 18.02.2023			
Departure Turkish Team: 18th February (Saturday) at 12:55 Barcelona (Spain), El Prat (BCN), Terminal 2			
Departure French Team: 18th February (Saturday) at 12:40 Barcelona (Spain), El Prat (BCN), Terminal 1			
Departure Romanian Team: 18th February (Saturday) at 21:45 Barcelona (Spain), El Prat (BCN), Terminal 2			