

"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.

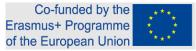
C4- START UPS & ADVERTISING

Time	ACTIVITIES				
Saturday 11-02-2023/ Sunday 12.02.2023					
Saturday	Arrival of the Erasmus + partners. - Groups are picked up by the hosts	Turkish team:11th February(Saturday) at 11:50, El Prat (BCN), Terminal 2French team:11th February(Saturday) at 12:10, El Prat (BCN), (VY8003) Terminal 1			
	from the meeting points. - Students are welcomed by the host families and taken into families				
	- Guests check in at the hotel (B&B Viladecans)		am: 11th February (Saturday) at BCN, (W63563) Terminal 2		
Sunday	Welcome dinner only teachers Bcr	ר Viladecans			
	Monday 13.02.2023		Breakfast		
08:30-09:30	Welcome event - Ceremony in the schoo	elcome 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	An introductory taste of us:				
	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 Talent a Les Aules.				
	https://fb.watch/hLQQf2b6wH/?mibextid=2Rb1fB				
11:45-12:00	Coffee/tea break				
12:00-13:00	Topic related presentation by host				
	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	Topic related presentations prepared by host and by partners:				
	Interviews made with some local entrepreneurs about their advertising strategies - ES,				
	TR,FR,RO- (please, the interviews must not exceed 10 minutes per participant)				
14:00-16:00	Lunch at restaurant Can Batllori		Around 15€		
16:00-17:00	Visit to the City Hall				





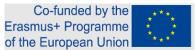




17:00-17:15	Visit to <i>Forn de la plaça,</i> a local bakery that sells the famous cookies from Viladecans called "Mamuts" (mammoth fossils were found in Viladecans and the mammoth is the				
	mascot of the city of Viladecans).				
	https://www.youtube.com/watch?v=ColH4GPTQCA&t=72s				
17:15	Students 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 t	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 promises of ACCIÓ (Congrelitat de Catalunya) institutional walcome				
	 The premises of ACCIO (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				
11:00-11:30	importance of communications in a 100% digital company"				
	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	Around15 €			







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.	Around 85 €		
	10:00 Pl. Espanya 10:00 – 10:45 Montjuic tour 11:00 – 12:00 Park Güell 12:30 – 14:00 Ciutat vella- Barri Gòtic			
14:15-15:15	Lunch at " <i>Fresco</i> "	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. Museu Can Amat (Carrer d'Angel Guimerá, 12)			
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	Lunch – only for teachers El Rincón de Lola - Castelld	lefels 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				