

1<sup>st</sup> newsletter!



## BRAND4CAREERS

Brand4careers is an european project that aims to introduce personal branding as an innovative method in career management activities.

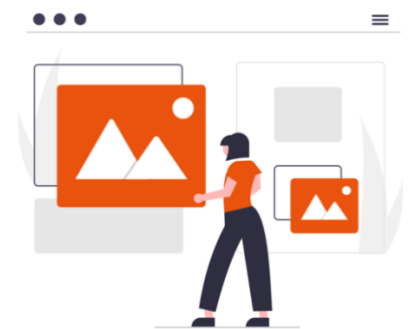
### BACKGROUND

According to OECD data, between 20 and 50 % of the students do not complete tertiary education, while many are at risk of dropout or even become active in unsustainable jobs.

Moreover, the EU transitions towards a more digital and greener economy require young people entering the labor market, to have at least digital, entrepreneurship and career management skills. Career management skills (CMS) equip individuals with key competencies to better manage and develop their potential in education, work and life.

### WHY?

- To Improve young individuals' career management skills to acquire a strong advantage in the labor market.
- To enable career management educators to use innovative pedagogies and methods for career management and skills training.
- To reinforce the cooperation between higher education institutions and career guidance services.
- To promote the Personal Branding model as a tool for developing career management skills.



### HOW?

- Through the identification of personal branding skills and actions;
- Through the development a CV generator;
- Through the development a guide on personal branding training.

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

[www.brand4careers.eu](http://www.brand4careers.eu)



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## KICK OF MEETING ONLINE

### 7 international partners came together!

Distance is not an obstacle anymore. After a fruitful online kick-off meeting the project moved forward

We started the first steps for the following months. We will begin with the **definition of the most important personal branding skills**, through the interaction with a significant number of recruiters HR departments, job agencies, and recruiters and for that scope we are going to develop a survey for capturing their opinion.



Would you like to participate in the survey?

SURVEY

## PARTNERSHIP



CIVIC Computing  
(UK)



Universidad de Valladolid

UNIVERSITY OF  
VALLADOLID (Spain)



ARISTOTLE UNIVERSITY OF  
THESSALONIKI (Greece)



Università degli Studi  
Guglielmo Marconi

UNIVERSITA DEGLI STUDI GUGLIELMO  
MARCONI - TELEMATICA (Italy)



I'umanesimo che innova

UNIVERSITY OF MACERATA (Italy)



HeartHands  
SOLUTIONS  
HANDS ON KNOWLEDGE

Hearthands solutions (Cyprus)



Coaching 4EU (Romania)

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