



BRAND GAME



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Project's duration:
01/05/2023-31/04/2025

UNCOVER FURTHER DETAILS

- KICK-OFF MEETING
- EXPECTED RESULTS
- IMPLEMENTED ACTIVITIES

READ MORE



NEWSLETTER no. 1

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ABOUT THE PROJECT

Brand Game addresses post-COVID challenges for young NEET women entering the job market. It focuses on empowering women to build their personal brand through training materials and hands-on challenges, facilitating experiential learning for market readiness.

Brand Game aims to create personal branding training for young women, develop a collaborative Minecraft game for motivation, and establish a communication hub connecting job/training providers with seekers.

KICK-OFF MEETING

The kick-off meeting with our partners took place in Nicosia, Cyprus.

TOPICS

- ▶ Project Overview: Objectives, Target Groups, Results, Work allocation
- ▶ Demonstration of the project management tool
- ▶ Promotion Plan & Activities
- ▶ Setting deadlines and discussing about milestones

EXPECTED RESULTS

- ▶ Training Dedicated hands-on materials for women
- ▶ A Minecraft-based game serving as an inclusive and collaborative learning environment for women
- ▶ Online Networking Hub

Find out more:
<https://brandgame.eu/>

IMPLEMENTED ACTIVITIES

- ▶ **Desk research:** Deeper understanding of the situation of NEET women in each country
- ▶ **Focus Groups & Survey:** Provide information regarding the as-is situation in each country
- ▶ **Comparison Analysis:** An analysis and overview of the 'as-is' situation in each country with regards to the regulations and practices followed within the labor market, the skills required to be competitive and the needs of young women to build their own brand and acquire a decent job.