



## Re-motivate young NEET women to enter the labour market by building their personal branding through gamified training

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.

Every woman has  
a story – it's time  
to make it your  
brand!

Website - What You'll  
Find on  
[www.brandgame.eu](http://www.brandgame.eu)

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