



BRAND GAME



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Project's duration:

01/05/2023-31/04/2025

UNCOVER FURTHER DETAILS

- INFO DAYS
- THE HUB

READ MORE



NEWSLETTER no.4

April 2025

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.



INFO DAYS

Throughout April 2025, an info day will be conducted in every country of the consortium. The info days serve as an opportunity to show off the results of the project, and recruit people to our hub! So sign up, and follow Brand Game social media to see when it is in your country

WHAT, WHERE & WHEN?

- ▶ 1st Cyprus one, is online and hosted by MTG on 22nd April 2025
- ▶ The other days don't have dates yet
- ▶ All days cover the training packs, the game and the hub
- ▶ It's a great opportunity to join the hub!



THE BRAND GAME HUB

► The Hub is a space for you and entrepreneurs

A hub has been created which acts as a space for you and entrepreneurs, potential employers, and trainers in employability to meet each other. The Networking Hub is a communication bridge to facilitate the transferability of the BRAND GAME project results to other European contexts and by other actors. This Hub establishes a framework through which transnational communities and synergies serving under the common purpose of promoting social inclusion and diversity in labour market and E&T opportunities will be facilitated.

Find out more:

<https://brandgame.eu>

KEY BENEFITS

- Encourages communication and dialogues among different parties in the field of E&T
- Invites team synergies to co-create new educational materials updating the existing ones so as to establish new policies
- Influences the youth support ecosystem towards the implementation of inclusive trainings and the provision of equal access to E&T and job opportunities

Potentially, this can lead to further improvements in order for the results to be even more applicable among youth organizations and actual SMEs as potential employers covering also the needs that might rise in the future