



THE IDEA



- »»» Awareness about the needs of young female NEETs and current situation in the labour market
- »»» Implementation of game-based and experiential training methods for employability upskilling of NEET women.
- »»» Adoption of open software in youth education.
- »»» Minimizing E&T dropouts while supporting the wellbeing of women and establishing their re-engagement in EU societies.
- »»» Opening a dialogue for policy recommendations about youth activation with a focus on gender equality and NEET re inclusion.



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THE CONSORTIUM



LEARNING SEED



Universidad de Valladolid



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

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RESULTS

01 PERSONAL BRANDING 4 WOMEN:

Training Pack-A pack of OERs for women to boost their interpersonal & soft skills focusing on how they can build their personal brand to become competitive in the market.

02 BRAND GAME:

A Minecraft World with market-real challenges-A series of upskilling scenarios to support women in dealing with real-life situations and retain their skills long-term.

03 BRAND GAME ONLINE NETWORKING HUB:

A portal fostering cross-sectoral communication for the creation of synergies.

THE NEED

The pandemic hit young women hard, reducing job opportunities and leading many to leave work for caregiving. Employment rates dropped from 56% to 49%. Despite more online education, more young women are NEET. In the EU, women face higher NEET rates than men. Turkey, Greece, Bulgaria, Cyprus, and Spain have high rates of young NEET women.

TARGET GROUP

NEETs Women 17-24 who are:

1. In risk of marginalization/social exclusion
 2. In need of re-entering the labour market but lack motivation, skills and self-confidence
- Youth workers
Youth organizations

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.



<https://brandgame.eu/>