

## **EUROPEAN PERSONAL BRANDING FOR EMPLOYMENT** **(EPBE)**

**Duration:** 2 years

### **Description of the project**

The European Personal Branding for Employment (EPBE) project main aim is to encourage employment among young students through the acquisition of digital skills using innovative and learner-centred pedagogical approaches and enhancing digital integration in learning, teaching, training and youth work at various levels: promoting access to and learning through Open Educational Resources (OER) in order to build up an on-line personal brand and using effectively job hunting 2.0 techniques. In particular, supporting teachers, trainers, and youth students and supporting digital integration in learning to reach audiences promoting effective job search, access to the labor market and the acquisition of a series of digital skills they can use throughout their careers.

### Specific objectives

- To create awareness among students and trainers on the possibility of acquiring ICT skills in order to teach and study techniques related to job hunting and personal branding within Internet.
- To create a multidisciplinary, real life problem-based educational curriculum for trainers and students, involving different educational sectors; identifying training needs and transversal skills required for developing and online life log learning strategy based on personal branding and job hunting.
- To share educational content related to personal branding and job hunting (Train the Trainers courses and MOOCs) for learning and teaching using OERs; supporting the implementation of the 2013 Communication on Opening Up Education through the promotion and development of new modes of delivery, in particular through new forms of personalized learning, strategic use of open educational resources.
- To contribute to the necessary reforms related to the 2011 EU Modernisation Agenda enhancing lifelong learning via the creation of flexible learning paths, developing ways to increase the rate of employability.

In addition, implementing this project with transnational partners could help the promotion of results locally from an European perspective.

This international cooperation can provide this project with a new dimension, since they provide stakeholders with alternative and novel opportunities to look for and solve issues in innovative ways.

As, according to projects' specific objectives described above, the project's final results will be capable of producing different types of added-value.

**Participating organisations**

- Universidad a Distancia de Madrid (Spain - coordinator)
- Centro de Estudios Prat (Spain)
- STEPS srl (Italy)
- Learning Plans For All (LPFA) (Greece)
- Universidad Guglielmo Marconi (Italy)
- Marak Digital (España) Deloitte (Cyprus)
- 106, Rundfunkgesellschaft gGmbH (Germany)