



**“LOCAL SOLUTIONS FOR GLOBAL CHALLENGES”**

**2nd to 6th May 2022**

**Short-term Exchange of Groups of Pupils**

**C6 Activity - REPORT**

***The fair and the movie on Globalisation and Glocalisation.***

The activity in Spain focused the attention on the fair and all activities to advertise products, virtual firms, projects, the Erasmus+ programme and the schools involved in the project. Students and teachers advertised their local products, applying strategies to operate within an international market, but also students advertised their towns and local communities.

**DAY 1** – Students and Teachers met the school community including the local authorities, and the Presentation of the mobility in Poland, and the movie on Globalisation and Glocalisation. The event will be closed with a public debate on the topics and the experience made within the project. The activity continued with the visitation of the school and the presentation of our students, including also the visits to the famous Inca footwear museums. the activity continued with a workshop at the museum on the topic of the footwear taking into consideration the local traditions and the collaboration with the local artisans and associations.

**DAY 2** – Trip to Valldemossa, Cala Deià, Sóller, Fornalutx I Pollença. During the visit in Valldemossa, teachers and students visited the town including stores, and the Museu Municipal, Royal Charterhouse of Jesus of Nazareth, Palau del Rei Sanç, and Frédéric Chopin and George Sand Museum.

**DAY 3** – Visiting the Town of Palma de Mallorca. It is an important touristic site and it was important to know how the city takes economic advantage by tourism. During the tour, students and teachers visited the ancient castle, and the mather church of the town. The activity continued on the afternoon visiting the famous footwear Inca’s international brand factory: Camper. During the visits, students participated in the workshop about how to create shoes, visiting all sections of the factory.

**DAY 4** – “Dijous” (local market to show our project) - Students and teachers were involved in the local fair of the town with own stands. The participation included the promotion of the products of each virtual company, the promotion of the project, schools and Erasmus+ programme, to sell in virtual way the products, to advertise the company using flyers, brochures, business cards, logo and corporate design inviting all people to visit the web site of the company and the eCommerce portal. After the lunch, took place a Seminar at school about the economy developed by the local fair and tourism of the island focused on cultural heritage and sustainable tourism.

**DAY 5** – Students and teachers visited the town of Campos and its beauty natural resources like the beach Es Trence, and Salines es Trence.