

REPORT

The mobility in Poland focused on: “eCommerce and social media marketing”. Due to the War in Ukraine, only Romanian team participated in this mobility, other teams joined some activities online.

DAY 1 – Activities at school: *official opening, * presentation of Poland, Podkarpacie and the school (PPT + movie prepared by Poles). *Spanish, Italian, Romanian and Polish teams showed their PPT about their experience in Portugal * Students presented their marketing plans (posters & banners for promoting each virtual company) *An integrational activity – a quiz concerning the project, its participants and the virtual companies. * Romanian and Polish teams walked around Brzozów to learn about its history, cultural background and economic situation.

DAY 2 – Trip to Sanok, Myczkowce and Uherce. Students visited: The Historical Museum of Sanok and The Bieszczady School of Crafts where they participated in workshops: baking proziaki, pottery and calligraphy. They learned about the influence of tourism on the economy. The owners of Myczkowianka Restaurant and The Bieszczady School of Crafts explained how they promote their businesses online. They mentioned what influence the war in Ukraine already has on their businesses and what might be the long-term effects of that war.

DAY 3 - Trip to Rzeszów to Podkarpacie Innovation Centre. Students participated in workshops: 1) Through science with business for innovation – Podkarpackie Centre for Innovation as a regional innovation and entrepreneurship support institution. 2) Innovative technological projects in Podkarpacie – from medicine to power engineering. 3) How to do almost everything – maker-space and rapid prototyping. After that the students visited the PCI ProtoLab stand at local educational fairs and walked along the main streets of the city – to learn about its history, cultural heritage and its economy – they saw the Aviation Valley and learned about companies which run within it.

DAY 4 - Trip to the Auschwitz Concentration Camp and Cracow to learn about the history of the country, see the landmarks of Cracow and learn about their influence on our economy – as tourist destinations in Poland, they attract tourists from the whole world and are a source of income for entrepreneurs.

DAY 5 - Workshops on “e-Commerce and social media marketing” Students gained insights about digital safety, and how to build an e-commerce platform and focused on digital marketing strategies, marketing plans, online retail, and customer acquisition. In the afternoon, students participated in a meeting with ALTA owners– students learned how to promote their business and manage firms in times of crisis. In the end, students worked in groups and talked about the differences between Brzozów and other towns they visited in Poland - they examined the reasons why Brzozów has no economy and no entrepreneurs want to invest there. They discussed what means should be used to help companies to generate profits.

The project is a practical way of preparing students for life and work, emphasizing those skills which people really use in their professional lives. Participation in this mobility broadened

students horizons and their intercultural understating, which will help them to easier and faster find themselves within work environment. The general benefits for tsudents:

STUDENTS:

- 1) Acquired new language skills
- 2) Improved knowledge and skills in the subject of economy
- 3) Developed ICT skills and competences
- 4) Learned how to promote a company making viral marketing, advertising and strategies to increase the visibility of the company in the online market
- 5) Learned how to safely operate within a virtual space
- 6) Developed entrepreneurial skills in a informal environment, through study trips and meetings with professionals
- 7) Improves soft skills – teamwork, communication, problem solving
- 8) Acquired skills necessary for the job market