



Co-funded by
the European Union



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PLACEYOUR

PlaceYour Consortium

What is PlaceYour?

PlaceYour is a co-funded project by European Union aimed at promoting the collaboration between VET organizations and companies in Latin America and Europe (Italy, Spain, Greece, Mexico, Colombia and Brazil) active in the tourism field for the creation of the Place Branding Designer job profile.

PlaceYour aims to implement an innovative training program for the creation and introduction into the labour market of the professional profile of "Place Branding Designer", which will have key competencies to activate and build sustainable, circular and inclusive territorial strategies of tourism, through the Place Branding Methodology.

Our Objectives

- To develop the PlaceYour Academy Lab as Platform aimed at providing a practical tool for the application of the methodology of Place Branding, at designing the local strategies of "Place Branding"
- To train young workers involved on the tourism to become and certify as "Place Branding Designer", which will have key competencies to activate and build sustainable, circular and inclusive territorial strategies of tourism, through the Place Branding methodology;
- To improvement the assessment and certification of learning outcomes. This will be done through the new certification of competences related to the profile of the "Place Branding Designer";
- To increase the internationalisation of VET. This will be done through the transnational cooperation and also through the development of the "Digital Place Brand" PLACEYOUR international course and Academy Lab;
- To introduce the new "Place Branding Designers" in the job market through collaboration with local actors, stakeholders and operators.

Our activities

I. DESIGN OF VET TRAINING PROGRAM

- Needs analysis (including the Creation of Local Networks)
- Exchange of national best practices
- Development of the training program

Outputs: reports about the research and the needs analysis made per each country; the collection of good practices the Handbook for the training program for trainers.

II. TRAINING PROGRAM

- E-learning course
- Transnational mobility program

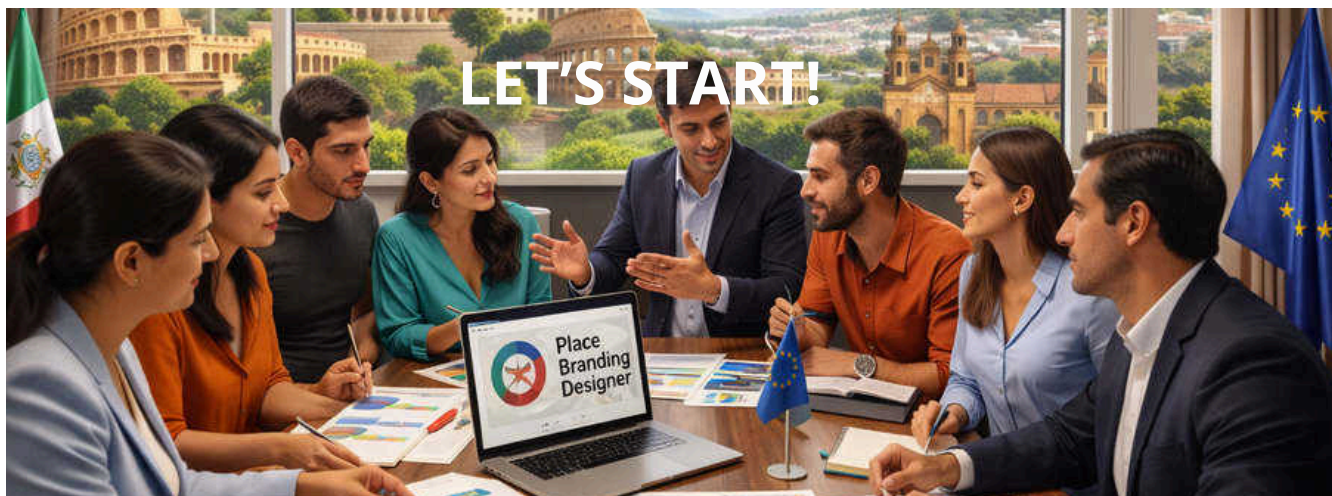
Outputs: Training Materials; e-learning course; 2 Transnational Mobility in Colombia and Mexico.

III. PLACEYOUR ACADEMY LAB

- Virtual International Training
- Bootcamp

Outputs: 1. e-learning course for young workers in tourism; 2. The certification of the Place Branding Designer; 3. Local PBD strategies; 4. Matching with local enterprises.

It is expected that at least 30 trainers from the partner countries will be trained as experts in the application of the Place branding methodology applied to circular tourism. Through the PlaceYour Academy Lab, in its pilot training program, 90 young people involved in the tourism sector of the project partner countries will be trained and certified as Place Branding Designers.



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