



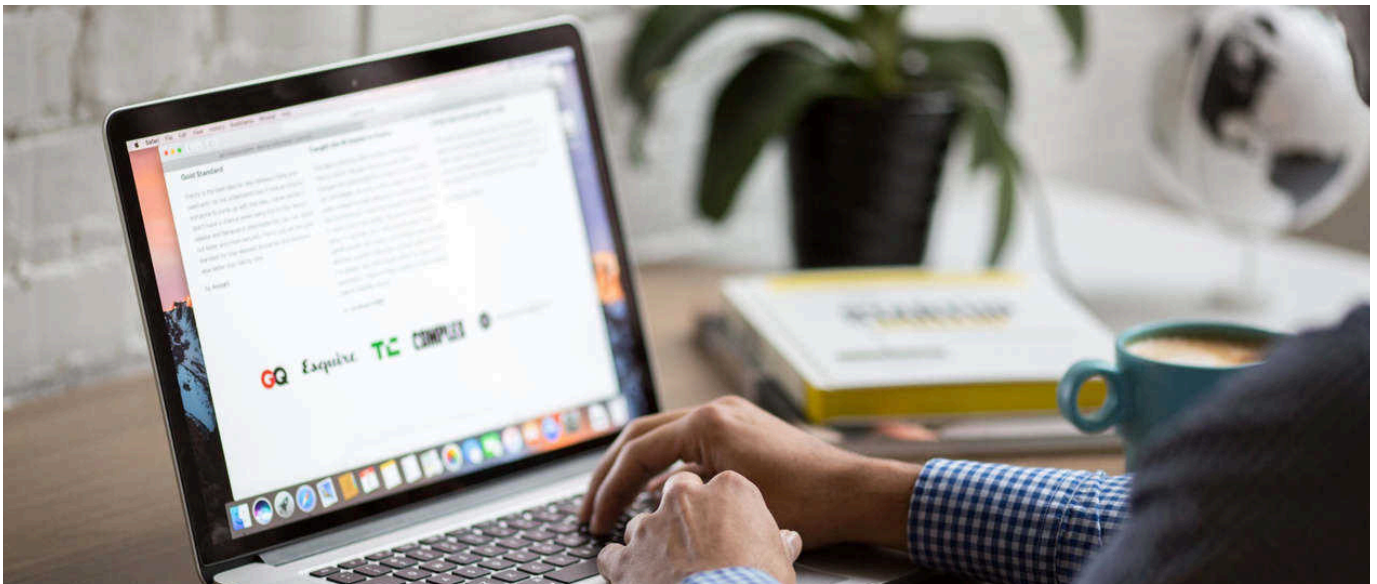
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# PLACEYOUR



## Training program for trainers, educators, mentors, and tourism experts.

On March 24, the training program will officially begin. Its objective is to equip trainers, educators, mentors, and tourism experts from six countries with the skills and knowledge needed to train young people as Place Branding Designers, with a strong focus on developing circular tourism strategies.

The program will strengthen participants' core competencies in place branding and circular economy principles, enabling them to transfer this expertise to young learners. In addition, it will prepare trainers to confidently facilitate and manage groups of young people, supporting them in designing and implementing place branding projects that promote sustainable, inclusive tourism practices.

## Training Methodology

The training program is based on a “Blended learning approach”, an educational methodology that integrates in-person classroom experiences with online learning activities. This approach combines the best of both worlds: the direct and personal interaction of traditional learning with the flexibility and accessibility of online learning. Characteristics of Blended Learning:

- Online Component: Students have control over certain aspects of their learning, such as time, place, pace, and path.
- In-Person Component: Takes place in a physical setting, such as a classroom or campus.
- Personalized Learning Path: Offers activities that leverage different learning modalities to meet individual student needs.

The training program will be grounded in a “Project-Based Learning (PBL)” methodology. Through this practical, hands-on approach, participants will progressively demonstrate their understanding and application of the content by working on real or simulated projects. These projects will reflect the core themes of the program, place branding and circular tourism, and will allow participants to apply theoretical knowledge to concrete challenges, fostering deeper learning and long-term skill development.



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## Implementation

The training will be implemented through:

- E-Learning Course
- Transnational Training Mobility Program

### A) E-Learning Course

- Objective: Providing the learners with key skills to train young people using the Project-Based Learning Methodology, focusing on the development of place branding strategies to be applied to circular tourism.
- Participants: 5 participants from each country, total 30 participants.

The e-learning course will consist of:

Asynchronous Activities:

- Providing training materials (handbook, etc.).
- Evaluation tools for the assessment of skills acquired.
- Tools for sharing of competences and best practices.

Synchronous Activities:

- A series of 6 live online webinars.

### B) Transnational Mobility Program (Transnational capacity building in Colombia and Mexico)

**Objective:** The transnational mobility program has the objective to provide the trainers attending the e-learning course with practical skills and competencies in order to consolidate them as expert trainers of “Place Branding Design”.

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