

Anidra Traineeship

Mentor for professional activities: Prof. Roberta Repetto

Erasmus Trainee: Anna Procopiou, Cyprus University - Cyprus

Host Institute: Università Popolare Anidra - Borzonasca (GE), Italy

Period: from the 5th of June 2017 to the 4th of July 2017

Number of Hours: 338

Training Plan

TARGET

This training plan has as target the acquisition of technical and professional competences in the field of Marketing. The path within the Anidra People's University envisages also the development of job-related/transversal skills through the inclusion of the trainee in the daily life of Centroanidra, Anidra Campus and Anidagri. The transversal nature of key competences makes them essential for future employment, social cohesion of young people, permanent source of learning in terms of adaptation and integration capabilities.

THE ANIDRA METHOD FOR THE EVALUATION OF COMPETENCES, NON-FORMAL AND INFORMAL LEARNING

According to the EUROPEAN GUIDELINES for validating non-formal and informal learning of CEDEFOP¹, validating non-formal and informal learning is increasingly seen as a way to improve lifelong and life wide learning. The informal learning results from daily activities related to work, relationship with staff members of Centroanidra, leisure activities, and participation to residential seminars of Università Popolare Anidra. The center of the validation process is the individual, and the impact of the traineeship on the individual. Sharing experiences and the full functioning of a community is a part of the development programme for trainees. The interaction between trainee's mentors and the teachers of Anidra, the immersion in a natural environment, and the immersion in a multicultural, multi-vocational environment, led to an alternative way of validation.

We herewith state that guidance, counseling and information about these systems and approaches have been provided; external observers participated to the training activities as external auditor and observers.

The vocational activities are both practical and theoretical. Theoretical activities involve the writing of daily reports: the trainee with the student's tutor of Anidra wrote this final essay about procedures, data and analysis.

¹ European Centre for the Development of Vocational Training

The evaluation of competences considers the use of the following factors:

1. Direct observation by the Anidra and Anidagri mentor of the relationships and learning activities in order to obtain an evaluation of behaviors and their variability depending on the work context
2. Observational context, i.e. definition of the aspects that have been explored, preparation and organization in the most effective way to pursue the objectives of the researcher
3. The observer has assumed the role of guide and identified the subject to observe: aspects of character and skills acquired during the training

Tools of validation:

1. Observational table: set of behavioral descriptions related to specific reports, used to notice the phase of development skills
2. Q-Sort method: technique that uses a set of predefined item to evaluate specific aspects of conduct
3. Sociometric techniques: the indicator of social competence is the position occupied by the individual within the working group
4. Evidence, simulation, tests, final essay

Final Essay

Professional Activities (Referee Prof. Roberta Repetto):

1. Pilot project:

My project is to promote Casali to North Europeans that are my target market. Basically I have to do the business plan of the sale of Casali. I started from market analysis and then I did the competitors analysis, some videos, photos and graphic projects about Casali and find a blogger to make an advertisement at social media.

Transversal Activities (Referee Giovanni Simonelli):

2. Outdoor activities:

~~at the~~ tables and boxes painting

3. Acquisition of key competences of European citizenship:

communication in foreign languages
digital competences
learning to learn
international, intercultural & social competences, civic
cultural expression

4. Learning and practice of the Italian language:

Italian lessons, ~~interacting with Italian people~~
Italian movies and songs
communicate with people that speak Italian
and learn from them

5. Individual research:

I make research about ^{my} the target market and their needs, competitors and their strategies, the criteria ~~that~~ that my target market use to buy an apartment, what hashtags, keywords and photos other agencies use, and what kind of posts they write, advertisements for properties and bloggers' emails.
selling a



6. Inclusion in the daily tasks of the circuit Centroanidra residents (rota&jobs, emergency management) in order to acquire soft skills:

Communication with people, self-motivation, the positive attitude and the initiative to work well, accept the responsibilities of my acts,

good teamwork towards a common goal for Centroanidra wellness, problem solving, creative and critical skills, find solutions for any problem that we face, anticipate the consequences, work under pressure and time, be flexible

7. Contact with professionals in the field of interest who provided to the trainees their knowledge:

Piero make a presentation about advertisements with the techniques to present better our products

Roberta Repetto my tutor that helps me with marketing project during my internship

8. Performance of tasks and assignments that can be inserted in the CV:

Market Analysis, Competitors Analysis
Advertising posts, videos, graphic projects
contact bloggers

Rota&Jobs (Referee Antonella Tarditi):

Corvée:

washing the dishes

Extra activities: visits to companies and workshops:

I visit one competitor in Portofino that has a property like Casali and I ask about the promotion techniques he use and details about website that they have.

possible in daily life. In programmes like that you have the need to learn another language to feel more at home through using the guest country's language in this case Italian. The good fact is that I have to first master to understand and learn some Italian words as I have to communicate with foreigners and work on a computer with Italian programmes. I also find similar words or words that I really didn't know - that are Italian or Turkish as we have Erasmus students from Turkey.

KEY COMPETENCES

The trainee has acquired the eight key competences of the European Union framework:

1. Communication in mother tongue:

I can express and interpret my concepts, my feelings, my thoughts, my opinion and facts of my life in greek which is my mother language in both oral and written form and interact with people but during the Erasmus project I mostly use another language to express myself as I have to communicate with people that they have different mother language than mine. During my Erasmus+ programme

2. Communication in foreign languages:

Being able to communicate effectively in a foreign language is a challenge faced by many of us. When I was newcomer to Italy I face the challenge to make myself easily understood and conveying a message in not my mother language and not even in English that is somehow like my mother tongue to me

3. Competences in math, science and technology:

As I visit a foreign country with not English as their mother tongue some times communication is more difficult than you expect

4. Digital competences:

In this program my work involves with ICT as I am working on a promotion project (Marketing) I use ICT skills like use computer, use internet and access online presence and exchange information about social and also to communicate and participate in collaborative networks via internet especially for the second month of my stay that I work from distance from a platform.

5. Learning to learn:

Erasmus+ programme it is the most effective means to gain skills like the building on necessary skills like ICT, literacy etc to individual

6. Interpersonal, intercultural and social competences, civic competence:

In my opinion as I work and live with people from different culture I gain personal and social skills like the ability to communicate with others respect diversity and



review and different cultures and build a positive attitude towards other cultures without any stereotypes and prejudices

7. Entrepreneurship:

8. Cultural expression:

At my internship here I have the opportunity to understand to understand the cultural and linguistic diversity in Europe by living and working in Italy. By learning Italian, seeing historical and art monuments of Italy, working and living with people from different countries and facing different cultures, I understand the diversity in cultural expression and I perform my own self-expression. Moreover by design graphic project and videos I develop my creative skills and the artistic part of my self-expression.

Borzonasca, li _____

**UNIVERSITÀ POPOLARE ANIDRA
THE PRESIDENT**

Prof. Vincenzo Paolo Bendinelli

Vincenzo Paolo Bendinelli
THE MENTOR
Prof. Roberta Repetto



THE TRAINEE
Anna Procopiou

Anna Procopiou

Attachments:

1. Portfolio
2. Certificates of the visits of the companies
3. Anidra evaluation
4. Letter of reference

PORTFOLIO OF WORKSHOPS AND LABS