



PBRAND4ALL - Personal Brand  
Development For All

Project Number: 2020-1-UK01-KA204-078896

*We are thrilled to share with you that we have started the  
project  
PBRAND4ALL - Personal Brand Development for all!*



PBRAND4ALL is a 2-year Erasmus+ project that aims to help adults searching for a job or in need of a new one, by providing them with the necessary skills to build and maintain their personal brand - in order to enhance their employability. This will be accomplished by the creation of an online interactive tool, which will offer learners a personalised training pathway on the development of their personal brand. The duration of the project is from 01.12.2020 until 30.11.2022.

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## WHO IS IT FOR?

Individuals who are looking for a new employment

Vulnerable individuals (including those who are long-term unemployed or disadvantaged)

Everyone who is looking for a new and innovative way to be presented on the job market

## OBJECTIVES

**Personal Branding Competences Framework** - a framework providing a personalised strategy that allows learners to choose their own learning pathways based on the individual key traits.

**Personal Branding Genie** - a genie presenting personalised training pathways, by allowing learners to choose the training plan they want to follow.

## THE CONSORTIUM BEHIND THE PROJECT



The partners are representing 6 countries - United Kingdom, Hungary, Bulgaria, Greece, Slovenia and Spain. They bring diverse expertise within the project and share a common passion to create innovative and useful educational materials in order to empower others.

A couple of months after the project's start the partners created an article that explains the challenges in front of the job seekers and how exactly the creation of personal branding can drastically improve their success in the labour market.

The article is available in EN, HU, BG, EL, SL and SP.



[CLICK HERE](#)

# OUR PROGRESS

The project started with a wonderful Kick-off meeting organized by CIVIC as a project coordinator. Shortly after the meeting, the partners from Asserted Knowledge developed the first version of the website: [www.pbrand4all.com](http://www.pbrand4all.com). The visual representation of the project was created by E-academy and agreed upon by all partners.

## WORK TOWARDS PROJECT'S RESULTS

In order to create a Personal Branding Competencies framework, the partners initiated and executed successfully extensive research on the employers' preferences during the hiring process. The survey was filled by more than 200 companies, HR agencies and other relevant organizations. The results show quite interesting conclusions you can find [HERE](#).

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## FOLLOW US:



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This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Co-funded by the  
Erasmus+ Programme  
of the European Union

