

# 4th newsletter

---



# Personal Brand Development For All!

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



Co-funded by  
the European Union





## ***LAST STEPS...***

The project finale is here already, and the Consortium wanted to have a last goodbye to/with all the supporters and participants that helped with the development of this amazing experience!

The aim of this project was to help individuals and newcomers to the labour market to increase their employability rates. With this purpose, the partnership created amazing tools and platforms to guide such people. The main idea was to help develop the usually forgotten transversal or soft skills, as we consider them to be essential to navigate the professional sphere.



## *Let's remember...*

The main tool the Consortium created for the betterment of the transversal skill was the Personal Branding Genie. This platform, based on an initial questionnaire, allowed the users to know their level of competence (beginner, intermediate and advanced) through the use of a legend of colours. Moreover, this tool suggested "Activity Cards" that help improve the diverse skills. The improvement is supported with the Badge obtained after the completion of the skill course.

On the other hand, the PBRAN4ALL Academy was also made. The Academy is a dedicated virtual space that comprises an infrastructure to support synchronous (live chat) and asynchronous communication (email, forum, FAQ section). The scope of the Academy is to help all those wanting to use the project's outcomes and to be informed about them after the project's lifetime.



### **OBJETIVES CLEARED!**

The results obtained from the piloting activities of the six countries conforming the Consortium showed a great response!

All participants view the Genie tool in a positive light and many stated they would recommend this tool to any person interested in improving their soft skills. Furthermore, the involved audiences considered the Genie a user-friendly, visually attractive and productive method to identify the knowledge void and to engage in the practice of the 10 spotted transversal competences.

In case you want to see it for yourself, enter the following link and have a try!

<https://pbrand4all-genie.eu/>



### **AND WHAT ELSE?**

Thanks to the Multiplier Events celebrated in all partner countries the dissemination of the project, and specially, the PBRAND4ALL Academy was extremely successful.

As mentioned, the Academy is a virtual space where any interested individual is able to formulate questions, exchange views on a forum and speak with experts on the topic. This provides an extra support to any user interested in the betterment on their skills!

If interested, you can access the Academy through this link:

<https://pbrand4all.eu/academy>

It is worth mentioning the fact that all the results previously addressed are available in all partner countries. This ensures the usefulness of the outcomes of the project.





## Once again... who are we?

The PBRAND4ALL partnership consists of 6 organizations from 6 different countries:

- United Kingdom - **CIVIC Computing (Coordinator)**
- Hungary - **Budapest Organisation of Konszenzus Foundation**
- Bulgaria - **E-business Academy**
- Greece - **Asserted Knowledge**
- Slovenia - **UPI Žalec**
- and Spain - **Politeknika Ikastegia Txorierri**



**DON'T FORGET TO FOLLOW US UNTIL THE END!**



**@PBRAND4ALL**



**PBRAND4ALL**

**AND VISIT OUR WEBSITE:**



**pbrand4all.eu**