



# EmployABLE project



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The employment project started its first main activity, in the most wonderful city of Cluj-Napoca, Romania.



Erasmus+ Youth Exchange  
Cluj-Napoca, Romania  
April 11-18, 2018

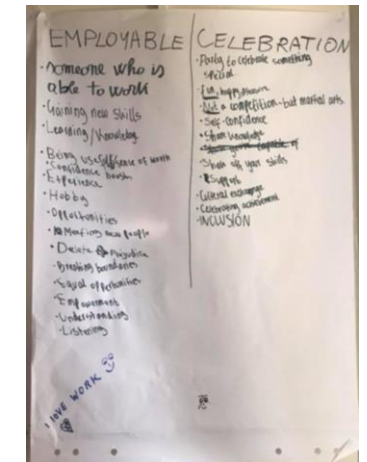
# What is it?

- EmployABLE is a European collaboration bringing together 51 disabled and non-disabled young people from 5 different countries.
- Together we will learn new employment skills through carrying out *all of the tasks* for the creation of an inclusive Celebration of Martial Arts
- Our celebration will take place in Dublin in November 2019





We discussed and thought about it in groups and drew different conclusions.



## - Posting on Social Media session

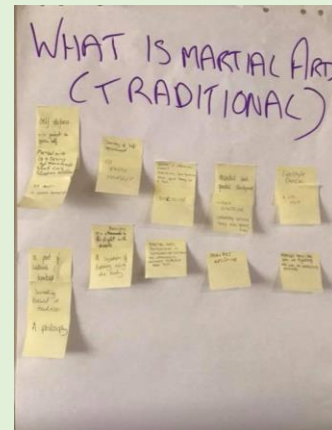
We learnt about Social Media  
and how to make word clouds



### What's Martial Arts?

What's the difference between sport Martial  
arts and traditional Martial arts?

### WORD CLOUD





- ✓ A great Team Builder by Dirk.
- Icebreaker game with a messy rope...  
All participants can do it and have fun.

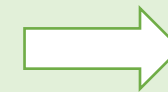


# Second day. 13 of April

- ✓ Morning energiser from Italy, getting to know each other. We really had fun



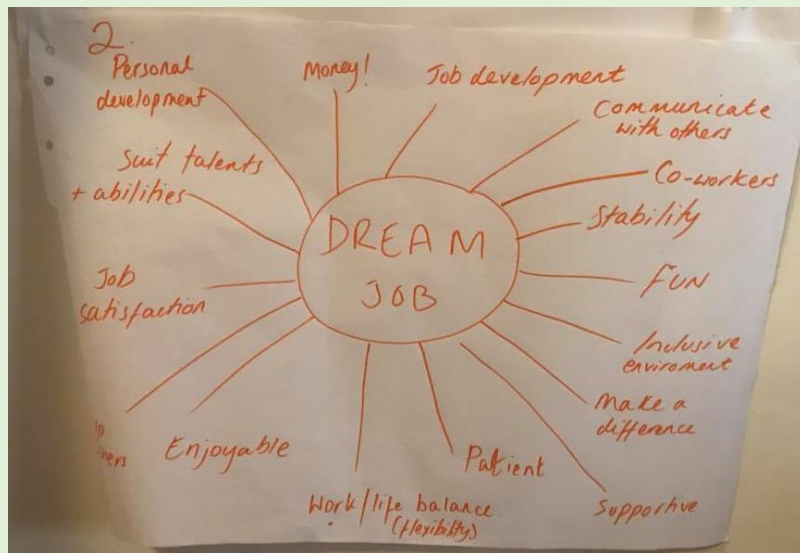
- ✓ Learning about previous celebrations





✓ Discussion about “**What’s my ideal job?**”

We formed groups that mixed people from different countries and each one said about what they considered "their ideal job"...



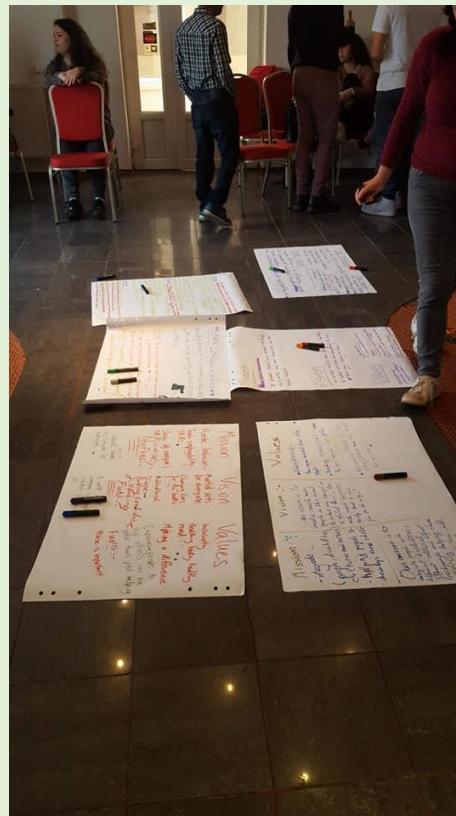
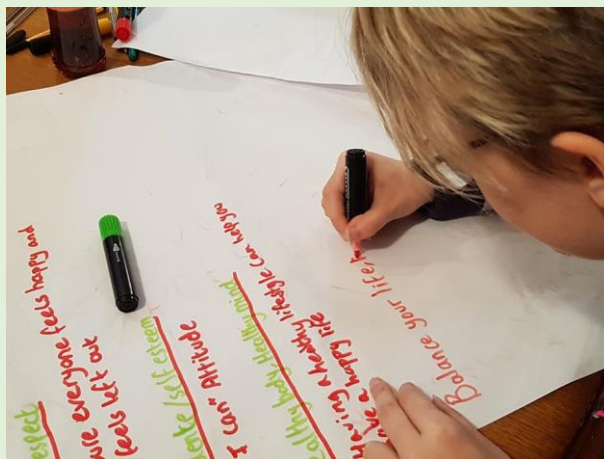
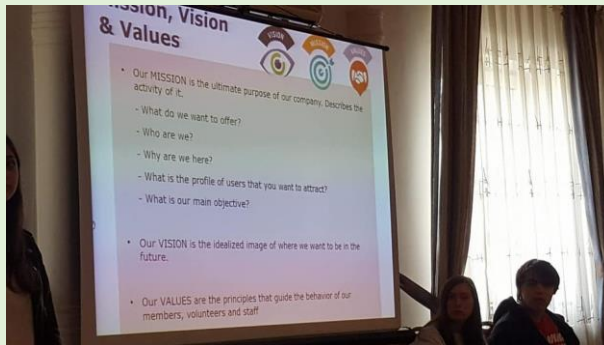


## ✓ Martial Arts session with Dirk, Ray and Mel



## ✓ Marketing session. Learning concepts about marketing.

We made the Mission, Vision and Values of the project



## VISION

We will make a difference by inspiring people to break down stereotypes and strengthen relationships. We will collaborate with society to promote inclusion, positive attitude, an active and healthy lifestyle, have fun and to respect everyone.

## MISSION: have FUN

Our mission is to celebrate diversity.

We want to break stereotypes and challenge perceptions, changing the way people with disabilities are seen by others and themselves.

We will all come together to make a difference and empower each other.

Everyone can participate, everyone can achieve and enjoy the feelings that achievement brings.

## VALUES

- Confidence
- Healthy body/ healthy mind
- Anything is possible
- Healthy lifestyle
- Equality/ Equal
- Participation
- Mutual respect
- Treated Equally
- Promote inclusion

# Third day. 14<sup>th</sup> of April

- ✓ Icebreaker games, getting to know each other
- ✓ Presentation about Accessible Communication to everyone by Angus, a participant from UK

We learned how to make communication easier for everyone, for example, the style of the letter “Verdana” is the clearest, adding subtitles and sign language to the videos, adding a caption which describes each picture..



Fonts: which one is clearer?

blackletter	I'm sorry Dave, I can't do that	The current font size is: 8pt The current font size is: 9pt The current font size is: 10pt The current font size is: 12pt
script	<i>I'm sorry Dave, I can't do that</i>	The current font size is: 14.4pt The current font size is: 17.28pt
serif	I'm sorry Dave, I can't do that	The current font size is: 20.74pt
sans-serif	I'm sorry Dave, I can't do that	The current font size is: 24.88pt

Fonts: how to make reading easier





✓ Text is ranged left or left-aligned	✗ Text should not be centred
✓ Text is unjustified for even space between words	✗ Justified text is harder to read as spacing is odd
✓ Use bold or <b>scale</b> for emphasis	✗ Avoid <i>italics</i> or <u>underlining</u> for emphasis
✓ Use upper and lower, also known as 'sentence case'	✗ ALL CAPITALS ARE HARDER TO READ



✓ Another presentation about Marketing.  
We learnt about SWOT analysis and we made groups to discuss the SWOT of the celebration.



## SWOT OF THE CELEBRATION

	Internal origin	Helpful <b>STRENGTHS</b>	 <b>S</b>	Harmful <b>WEAKNESS</b>	 <b>W</b>
		Fun- happy people Tangible result Worthwhile cause Inclusive & Informative Date & location Awareness Promotion of disability Confidence boost Optimism & Good Staff Personal and teamwork challenges achievable Expertise in Social Media NGO and personal skills Opportunities for disabled people New experiences- dreams come true We now each other		Waiting around Not enough visibility of the celebration/ project All celebration on the inside Not enough work to make it happen- laziness Not enough people engaging/ being involved Not being on time Not enough volunteers Not enough people taking part in decisions Language barrier- communication Missing a disability group	
	External origin	<b>OPPORTUNITIES</b>	 <b>O</b>	 <b>T</b>	<b>THREATS</b>
		Lots of disabled people might want to help the project Learning new cultures/ languages Jobs Follow up Multiplayer activities & Team building Selling Teaching/ education Disability awareness Opportunities to show off What people with disabilities can do Organizational and event planning skills Fundraising and communication skills Social responsibility Irish transport accessible to plan Two years Meeting people/ new friends Meet new NGO Remove barriers New long-term friends			Too many participants/ not enough Not communication as a team Not inclusive People not attending Not reliable partners Poor management Missing payment from NA Too many "cooks" Losing or changing participants in the exchanges No sponsors or sponsors drop out Breaking the budget Irish weather Not enough time or money Moods Travel low cost/ suitability Another event at the same time Inaccessible location (ramp!) Inaccessible communications Advertising of marketing



✓ Energiser from Poland.

We danced “The Macarena”



✓ Martial arts session with the coaches (Ray, Mel and Dirk)



✓ Icebreaker game “Protect the VIP” where in groups of three people, one is the VIP; one, the police/bodyguard and the other the “fan”...





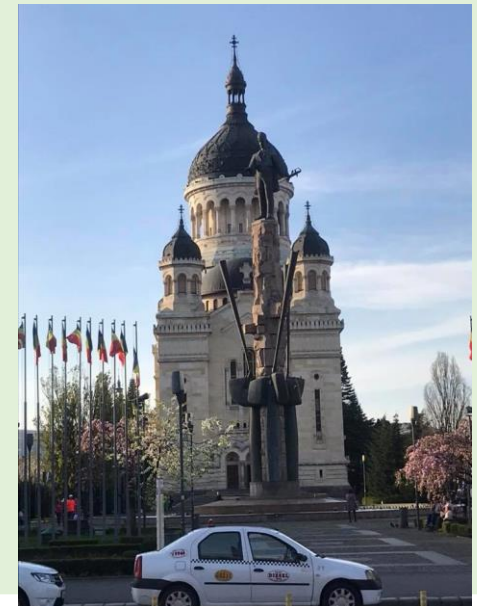
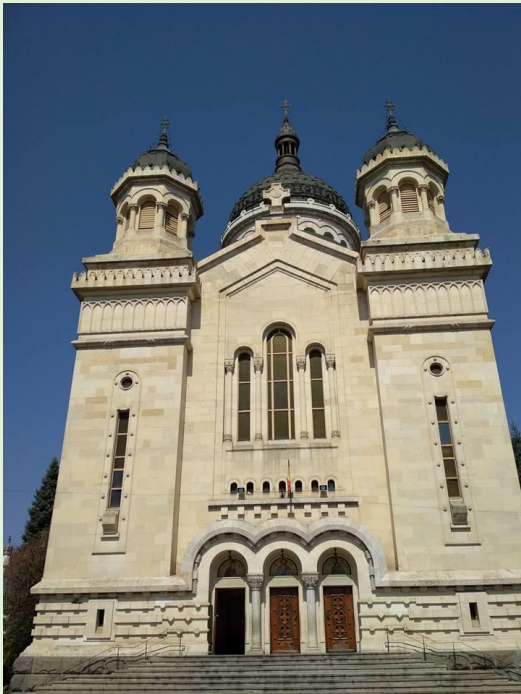
# Fourth day. 15<sup>th</sup> of April

✓ We went out to visit the school for blind people. There we did some activities like: climbing, riding in tandem, football, basketball, a martial arts session and we also toured the school. It was really interesting.





- ✓ In the afternoon we did a cultural tour of the city of Cluj-Napoca  
We visit the National Museum of Transylvanian History

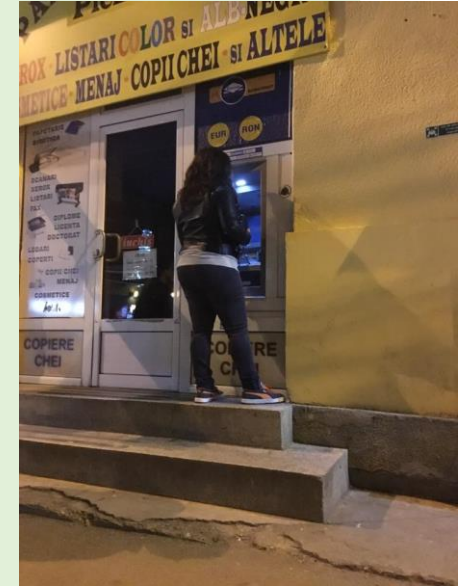




# Fifth day. 16<sup>th</sup> of April

## City activities:

- ✓ All day photographing the city of Cluj-Napoca and uploading the photos onto Social Media
- ✓ We also had to photograph inaccessible sites that we saw around the city





# Traditional dinner

- ✓ We ate typical food from Romania
- ✓ We savoured the traditional Palinka
- ✓ We danced the traditional dance
- ✓ We heard stories about Romania





# Sixth day. 17<sup>th</sup> of April

- ✓ We talked about Dissemination ideas, Sponsors... we worked to put together all the ideas

## Dissemination ideas:

### 1. DISSEMINATION

#### HOW?

- Social Media
- Web Site
- All Media (offline/ online)
- Erasmus+ project dissemination platform

#### WHAT?

- Handbooks
- Videos
- E-learning tools
- Leaflets
- Best practices
- Conferences
- Brochures



### 2. DISSEMINATION

To promote dissemination in the world:

- Make a video or pictures involving disability people to show different pathologies and how can be adapted in different situation as cinema, museum, stadium and so on...

The aim is to change the thinking of the people to reduce the problems in the future and create a better life for everyone.



### 3. DISSEMINATION

- ✓ Spread widely the activities and achievements of the project
- ✓ Can help raise organization reputation, develop cross-sectoral partnership, create new opportunities
- ✓ Promote the outcomes of the project and make them available to inspire youth organizations of other stakeholders



ONLY 2€ ENTRY!  
And give a  
voucher H&M  
if you share  
a picture!

## Some ways of sponsorship:

- Sponsorship package
- Branding
- Advertising
- Multiple platform coverage
- 5 country participation
- Medal presentation



- Sponsors on a dashboard or banner
- Social Media shoutout
- Banners around the hall + outside the venue
- When going to different countries, show local businesses, what we are doing on the project and allow them to give us the Youth Passes + television
- Show the banners (bigger visibility) when interview with the business

## SPONSORS:

EmployABLE  
Thomas Cook  
Tesco Metro  
NatWest HSBCC  
Fly Emirates  
Santander  
Sony Ericson  
Tk Maxx  
AVON  
Nike  
Samsung  
Apple  
Mercedes  
Heineken  
Bakker  
Toyota  
Dairy Farm  
Accenture  
Microsoft  
Hubspot  
Kerry Group  
Spar  
Lotto  
Heart of Bucks  
Wizz Air  
The Underwriter Exchange  
CCC (shoes)  
National Lottery  
Centra  
Primagym  
H&M  
Coca-Cola  
O'Neills  
BLITZ



# An interview for a local radio

We were interviewed by a blind reported from radio.

Some of our participants shared their experience in the project.



In the pic we can see two blind people asking and answering some questions.



✓ We also talked about ways to raise money in mixed groups



# Other ways to raise money:

Friends and family

Busking

Sponsored football match

Concerts

Tax gift (Poland)

Drawing portraits

Sponsored shaving

Erasmus+ (grants)

Grants from the EU

Royal Foundations

Movies, TV-Shows (Game of Thrones)

Olympic committee

Selling homemade products

Telethon

Ice-Water bucket challenge (make our own challenge)

Private beneficiaries (ask rich people)

Talent Show

Bag pack

Ikkaido Lip Sync

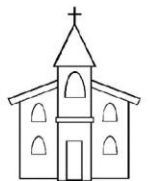
Make a calendar

Ikkaido merchandise- hoodies, caps, kitbags...

Celebration merchandise



Development Aid for People with Disabilities



Ikkaido charity pins

Get a car donated and raffle off car or racehorse or bike



And that was our  
**EmployABLE project**  
in Cluj-Napoca

