

**ERASMUS+ Training course
for youth workers**

BERNĀTI, LATVIA

Visibility for Change

PART 2

08.06.2025 - 16.06.2025



Co-funded by
the European Union



ORGANISERS:

- Keep the Change (Latvia)
- eSquare e.V. (Germany)

PARTNERS:

- Spirit of Youth (Croatia)
- FORUM APS ETS (Italy)
- Zavod za podjetnistvo, turizem in mladino Brezice (Slovenia)
- CURIOSITÉ CENTRE DE FORMATION (France)
- Sustainability InnoCenter ek förening (Sweden)
- Csoport-téka Egyesület (Hungary)



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ABOUT THE PROJECT



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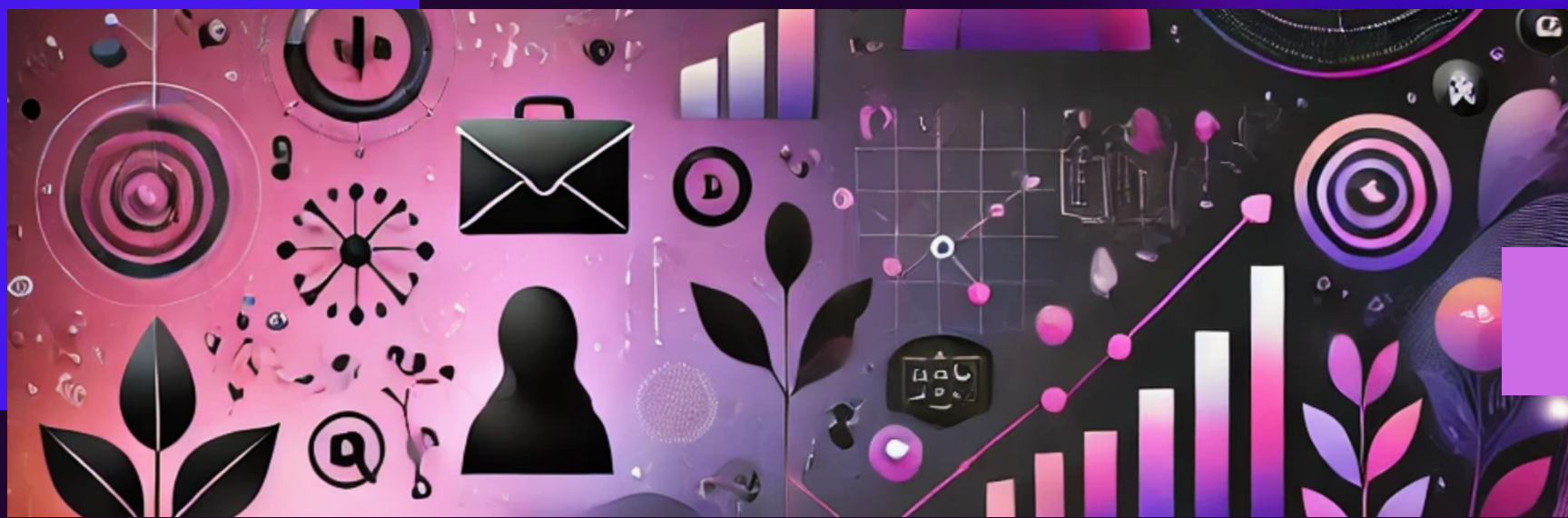
Are you ready to take your NGO's visibility to the next level? The second part of the "Visibility for Change" training course is here to help you master the tools, skills, and strategies to do just that. This advanced training is designed for youth workers who want to boost their digital communication, enhance engagement, and tell their stories in ways that truly connect.

During this hands-on experience, you'll learn how to plan impactful content, create engaging visuals and videos, understand social media algorithms, and use free, user-friendly tools like Canva, CapCut, Trello, Instagram, Meta Business Suite, Google Analytics, and more. We'll introduce practical AI tools that can help you generate content, improve visuals, and analyze audience behavior without needing a big budget or expert-level knowledge.

We keep the theory light and the practice strong. Each session is focused on building real skills you can apply the very next day in your NGO. You'll collaborate with other youth workers from all over Europe, exchange tips, and co-create marketing materials that work in the real world.

By the end of the training, you'll leave with a visibility strategy for your organization, ready-to-use content plans, and new confidence in using digital tools to grow your impact. This training isn't just about learning—it's about doing, testing, sharing, and growing together.

If you want to be inspired, feel capable, and make your NGO stand out—this is for you.



STRUCTURE



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The first TC in BERNĀTI, LATVIA (31.08-08.09. 2024)

The training course aimed to empower participants by teaching them how to create visuals that enhance the visibility of NGOs. By demonstrating the effectiveness of visuals over text, participants learned to craft engaging multimedia materials. A key outcome of the course was that participants produced a variety of visuals, including posters, videos, presentations, animations, stop-motion projects, and more for their NGOs.

Homework stage

The participants applied learned competencies at the local level

The second TC in BERNĀTI, LATVIA 08.06 -16.06. 2025)

Participants will deepen their expertise in branding and content creation, refining their marketing strategies for developing NGO visibility. The training will focus on advanced skills in text creation, AI-powered content development, and digital storytelling. Through hands-on workshops in photography, video production, and social media analytics, participants will craft compelling, targeted content. The program fosters peer learning, collaboration, and the creation of sustainable marketing plans, ensuring the practical application of new skills beyond the training course.



PARTICIPANTS

This project welcomes leaders of NGOs, youth workers, trainers, facilitators, and formal educational institutions engaged in educator capacity building. It aims to enhance the skills of their staff, educators, who are dedicated to professional growth and keen on adapting education to address current challenges.



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TRAINERS

Natalia Skorik



Natalia Skorik, a seasoned trainer, has been active as an international trainer and facilitator since 2013. She specializes in non-formal education, ICL, communication, and creative tools in education, such as online and digital tools, visual thinking tools, gamification, and game design. Natalia has successfully executed over 50 national and international training sessions and educational events for diverse local, intercultural, and international groups. She is a part of Theodor-Heuss-Kolleg's facilitator pool and serves as one of the coordinators for the "New Horizons" program, which focuses on peacebuilding and conflict resolution in the North Caucasus region. Since 2016, Natalia has represented the Alumni Association of the program and is also an alumna of the IVLP USA program. Furthermore, she is an expert within the EENCE network. Learn more about Natalia Skorik at <https://www.salto-youth.net/tools/toy/natalia-skorik.5345/>



Sophia Borzilleri

Sophia Borzilleri is a creative strategist with an academic background in Cognitive Psychology and Philosophy. She has contributed to educational, research, and media projects focused on purpose-driven leadership, including co-developing graduate-level coursework and podcast content for the NYU Stern School of Business professor Suzy Welch.

Sophia has held research roles at Tufts University and The Right Question Institute, and has taught in community-based programs in Costa Rica and Mexico. She is passionate about forming thoughtful questions, storytelling, and expanding access to meaningful learning experiences.



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TRAINER AND FACILITATOR

Andra Štāle



Founder of NGO “Keep the Change” | Erasmus+ Trainer | Youth empowerment advocate

A dedicated youth work professional with over 8 years of hands-on experience in local and international project development, community engagement, and non-formal education. As the founder and project manager of the NGO “Keep the Change”, I have led and facilitated over 9 Erasmus+ projects in Latvia, co-organized 40+ international initiatives, and involved more than 3500 young people and adults in empowering learning experiences.

My work spans from grassroots community activities to strategic project planning and mentoring, with a strong focus on youth participation, employability, mental well-being, and sustainability. I have successfully secured funding for diverse local and European projects, including during the COVID-19 period, ensuring continued access to personal and professional growth opportunities for young people.

In addition to writing and implementing projects, I lead training sessions, mentor other NGOs, and support female entrepreneurship through specialized events and mastermind groups. My commitment is rooted in creating real impact, building resilient communities, and helping youth and organizations unlock their full potential through innovative and inclusive approaches.



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TRAINERS

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