

Internet advanced promotional tools
application for increasing awareness of
social exclusions movement

NetAware



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Agenda

- Aims and activities
- Schedule
- Practical tips
 - Accommodation
 - Transfers
 - International Buffet
 - Entertainments
- Erasmus IP rules!



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Aims and activities

- To increase practical knowledge of creating promotional campaign in Internet
 - Workshops
 - Promotional AdWords campaign
 - Final report and oral presentation
- To provide awareness among students about existing social problems, which are social exclusions
 - Lectures
 - National reports
 - Blogs on Facebook



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Schedule

Regular

- Breakfast
- Lectures
- Students presentations
- Lunch
- Workshop
- Dinner



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Meals

Breakfast

- Open buffet
- BPC – Building P canteen
- HS – hostel Ślązaczek
- Teachers – Hotel Etap





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Venue of IP

Building P

Ul. Pułaskiego 25

- Lectures
- Presentations
- Workshops





Venue of IP

Lectures – Aula P

Students presentations – Aula P

Workshops – 212P, 213P, 310P

212P	213P	310P
<ul style="list-style-type: none">▪ Homeless – A▪ Immigrants – A▪ Homeless – B	<ul style="list-style-type: none">▪ Homeless – C▪ Immigrants – B▪ Homeless – D▪ Immigrants – C	<ul style="list-style-type: none">▪ Homeless – E▪ Immigrants – D▪ Homeless – E



Presentations

National reports

- The first week – homeless people exclusions
- The second week – immigrants exclusions
- In alphabetic order:
 - Belgium, France – A, France – Q, Germany
 - Hungary, Italy, the Netherlands
 - Poland, Romania, Spain



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National reports

- Presentation – 15 minutes
- Questions - 5 minutes
- All authors must presents report
- Jury: all teachers
- Audience: all students
- Evaluation – report + presentation
- Award for the best national report in field of:
 - homeless people exclusion
 - immigrants exclusion



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National reports

- Introduction
- Level and structure of social exclusion
- Causes and consequences of social exclusion
- Government role in preventing social exclusion
- Institutions and their actions
- Other activities against social exclusion
- Characteristic of the organization
- Conclusions

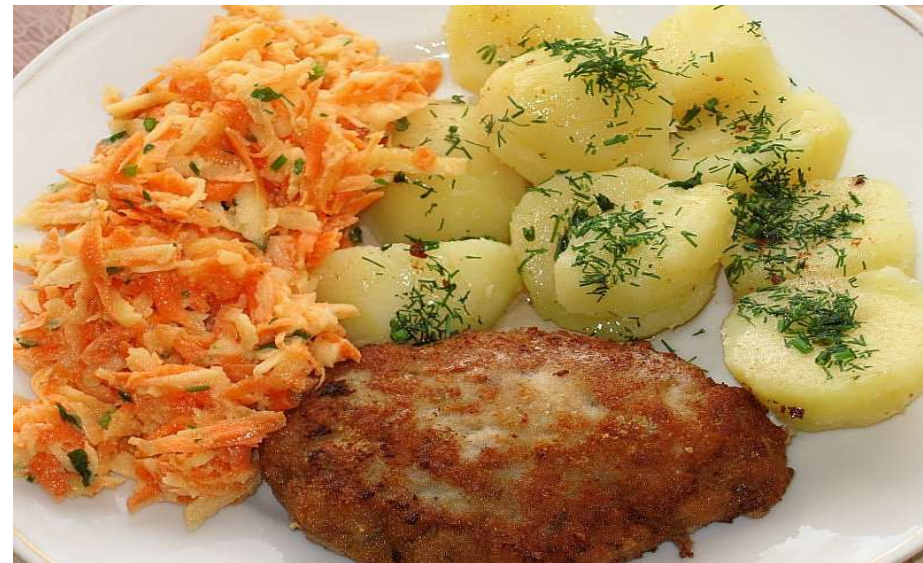


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Meals

Lunch & Dinner

- Polish cuisine
- Lunch – 1 dish
- Dinner – 2 dishes



409P

- Immigrants – A
- Immigrants – D
- Immigrants – E
- Homeless – A
- Homeless – B
- Homeless – E

Canteen P

- Immigrants – B
- Immigrants – C
- Homeless – C
- Homeless – D
- Teachers



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Workshop

- Coordinator
 - **Artur STRZELECKI**
- Assistants
 - Dilek SAGLAM
 - Dominic KIEHL
- **Results**
 - Written report with promotional AdWords campaign
 - Oral presentation
 - Blogs on Facebook



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International teams

- 10 international teams:
 - homeless people exclusion – 5 teams
 - immigrants exclusion – 5 teams

- Allocation rule:
 - national report
 - country
 - gender



International teams

Homeless - A		
BILGIC Abdul Hadi	Male	Germany
CAPP Audrey	Female	France – Quimper
DRAGUT Alecsandra Diana	Female	Romania
TAVERNIER Pieter-Jan	Male	Belgium
POTVORSZKI Timea	Female	Hungary
NICOLETTO Patrick	Male	Italy
Homeless - B		
DJAMSHIT Safa	Female	Germany
LAGADEC Justin	Male	France – Quimper
CIOBOTARU Corina	Female	Romania
BAUWENS Olivier	Male	Belgium
VALERO MANSO Lucia	Female	Spain
RODAK Barbara	Female	Poland
Homeless - C		
HOSSEINI Schahram	Male	Germany
LEJALE Remi	Male	France – Quimper
RADULESCU Laura Monica	Female	Romania
DE VISSCHERE Annelore	Female	Belgium
DOMINGUEZ PEREZ Diana	Female	Spain
FURMANKIEWICZ Julia	Female	Poland



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International teams

Homeless - D		
STURMER Irina	Female	Germany
SANCHEZ MENESES Sebastian	Male	France – Annecy
VAN DEN BERG Danielle	Female	Netherlands
TETENYI Balint	Male	Hungary
GIRARDI Lorella	Female	Italy
PIOSIK Kamil	Male	Poland
Homeless – E		
LUCET Damien	Male	France – Annecy
DIRKS Daisy	Female	Netherlands
KVASZNICZA Ferenc	Male	Hungary
STOFFIE Vittoria	Female	Italy
DIEZ GUTIERREZ Adrian	Male	Spain
BURCHE Nicoleta-Alexandra	Female	Romania



International teams

Immigrants - A

POPA Alina Violeta	Female	Romania
ARCE Beatriz	Female	Spain
POPON Marie	Female	France – Annecy
MUZELLEC Victoria	Female	France – Quimper
KALLO Janos Karoly	Male	Hungary
SHAKARCHI Hamed	Male	Germany

Immigrants - B

TYTGAT Sonny	Male	Belgium
PENNINGS Jeffrey	Male	Netherlands
FAVROT Laetitia	Female	France – Annecy
ZIDARU Oana-Cristina	Female	Romania
LASKOWSKA Justyna	Female	Poland
NIESSEN Verena	Female	Italy

Immigrants - C

STREPPAROLA Alessandro	Male	Belgium
KOSE Elisabeth	Female	Germany
SIOC'HAN DE KERSABIEC Jeanne	Female	France – Quimper
BEZSILLA Lilla	Female	Hungary
PACANEZA Francesca	Female	Italy
VAN ERP Linde	Female	Netherlands



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International teams

Immigrants - D		
BAYON GONZALEZ Oscar	Male	Spain
ZINDEL Kaija	Female	Germany
PAWLIK Wojciech	Male	Poland
LOPEZ Justine	Female	France – Annecy
D’HONDT Jasmien	Female	Belgium
VAN STRIEN Suzanne	Female	Netherlands
Immigrants – E		
DIEZ GUTIERREZ Alberto	Male	Spain
HARBUSCH Kathrin	Female	Germany
ZANONER Matteo	Male	Italy
DIEULOUARD Lisa	Female	France- Quimper
SCHNEIDER Mariann Rita	Female	Hungary
NIZIOŁ Małgorzata	Female	Poland



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Outcomes

- Practical knowledge of creating promotional campaign for companies (special for non-profit organization)
- Higher awareness of social exclusions problems
- More ethical attitudes in business
- Ability to work in international teams



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Practical tips





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Accommodation

Hostel Ślązaczek and building P

- 22:00-06:00 – Closed
- 10:00-18:00 – use doorbell

Internet

- Hostel Ślązaczek - wifi
- Building P - use cable

In any case use NetAware identification card



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International Buffet



Venue

- Building F (hall 233)
- Preparation starts at 18:00
- International Buffet 19:00 – 21:00



Entertainments

The first week

- Monday (Mar. 5) – International Buffet and integration party
- Wednesday (Mar. 7) – Visit at Tyskie Brewery
- Friday (Mar. 9) – Bowling (club Garage)

The second week

- Tuesday (Mar. 13) – Guido coal-mine
- Wednesday (Mar. 14) – Ice-rink in Tychy (skating)



Entertainments

Weekend

- Saturday (Mar. 10) – trip to Krakow
 - Royal Castel
 - Royal Cathedral
 - Old town
- Sunday (Mar. 11) – trip to Oświęcim
 - Auschwitz Memorial Museum
 - Jewish Center and Oświecim Center



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Erasmus IP rules

- Presence in all classes compulsory!
- Need to sign attendance list
- Respect to other culture and traditions
- International cooperation and helpfulness
- Joy of being in international environment 😊



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Thank you for your attention

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