Europe & EU

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Step Up broad



EU OPORTUNITIES FOR YOUTH

Living in another country

Joining EU

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JOINING THE E.U. BENEFITS, ADVANTAGES, DISADVANTAGES AND LOSSES

By Vasile Luminita

The E.U. is a political and economic union of 28 countries that was originally formed in 1958 by 6 countries. The goal of the E.U. is to create a single market, to have free movemen of goods, services and people. When a country wants to enter in the E.U., she must take into account the benefits, advantages, disadvantages and also losses. For instance we should consider the broad political and legal benefits, economic benefits, environmental benefits of the E.U. and also consumer benefits labour and free movement of people.
Many western european countries want to join EU because they promote peace and international cooperation and they protect human rights.
Why economical benefits ? Because of the free trade and removal of non-tarrif barriers.
Why labour benefits? E.U. has enabled people to travel freely across national boundaries for trade and tourism more cheaper.
Why environmental benefits? Thanks to E.U. we have a better quality of sea ater and beeches, reduce pollution.
Why consumer benefits? Everybody can benefit of all technologies, food and clothes at reduced prices.

As dissadvantages to join the E.U. we can mention:



1. COMMUNICATION BARRIERS - LANGUAGE BARRIER
2. SHARED WEALTH IS NOT ALWAYS GOOD - GOOD FOR POOR COUNTRIES BUT BAD FOR COUNTRIES THAT ARE ABLE TO BECOME WORLD LEADERS.
3. LEAVING IS A PROBLEM. YOU SHOULD THINK TWICE WHEN YOU SIGN THE JOINING AGREEMENT, BECAUSE IS EXTREMELY DIFFICULT TO LEAVE IT.
4. DISCRIMINATES AGAINST POTENTIAL. YOU MUST BE A PART OF EUROPE
5. TAKES POWER FROM GOVERNMENTS- HAS POWER INFLUENCE
6. SERVES THE INTEREST AS A WHOLE, NOT A COUNTRY.



EURES

By Tudor Bianca

It states from European Employment Services . This network, with 1000 Eures advisers, is the bridge betwwen the workers with the 28 EU countries (plus CH, Iceland, Lichteistein, Norway) and the countries from EU.
The main purpose of this whole system is to facilitate the free movement betweenthe nations.
Moreover not only that the network provide specific information, but also has the power to search for accomodation, of course in the benefit of the employers.

So?Have you ever heard of EURES?

On the other hand Eures has 2 main targets: job-seekers who are interested in moving to another country to work or study, but also helping the employers with the recruitment from abroad.
One very important thing is that trade unions and employers'organisations also participate as partners.
You can find more information about them on their official website but also on social networks such as Facebook, Twitter, Linkin and Google +. Here you can finf articles about Tips& Tricks about CV, how to write motivational letter and of course job position available in EU.

EU OPPORTUNITIES FOR YOUTH

By Giowanni Secci

Europe cares about its people, sometimens you can think the opposite, like for example the greek crisis showed us one of the worst part of Europe but the european institutions work hard yo improve the lifestyle of all the citicenz and to develop a better economy. In fact with the possibility of free movement inside european borders everyone can work abroad, find new jobs and make new experiencies, especially the young people. In fact Europe managed to create an initiative called „YOUTH OPPORTUNITIES" that started in 2012 to drive down youth unemployment. So basically the goal of this initiative was yo employ young people without a full education or without any kind of work experience.

To make this possible Europe made stronger partnerships with all levels of authorities from international to local levels, an improved use of the Europian Social Fund, innovative approaches and policy guidance from the Europian Commision. But this isn't the only initiative that was targeting young people. In fact there are many more projects, like „YOUR FIRST EURES JOB" wich goal was to fill vacancies in certain sectors and support particular groups of workers with high mobility, such as young people of course. This project was funded throught annual calls for proposals. The young people were helpedto find a job, traineeship or apprenticeship in any EU country. One of the biggest european projects is called Erasmus (Europian Region Action Scheme for the Mobility of University Students) created in 1987. This program was born thanks to the student association AEGEE (former EGEE) founded by Franck Biancheri. The goal of the Erasmus project is to give all students a chance to study abroad in one of the countries memebers of the EU for a certain period of time (from 3 to 12 months). Every student receives an amount of money to cover all the expenses based o the family's salary and language lectures and sport are also included. Every year in the month of January all the students can apply to participate in the project. Each request will be examinated by a commision that has the right to approve or deny each and every application. If the application gets approved the student can take part in the project starting the next month. This project gives the opportunity to a lot of students to live abroad indipendently for the first time. The project also encourages the development of a sense of comunity between students from different countries. So in the end we can see that Euroope cares about its people and tries the very best to improve the europian society.If you want to find more you can check the dedicated websites „ec.europa.eu" and „erasusplus.org".









TIPS AND GUIDELINES

LIVING IN ANOTHER COUNTRY

By Vasile Luminita

Have you ever dream to live in another country, temporaly at least? Year by year citizens call another country HOME. They do so for many reasons as studies abroad, work assignments, the desire to change their life stilles or just searching new opportunities. If you really want to do the step moving abroad, it is important to follow some tips and guidelines, to avoid being „taked by surprize" but it depends on your flexibility.

Here we present some tips and guidelines:

1. You should pick a country according with your dreams and expectations
2. You must take into account the language, because communication can be a barrell sometimes
3. The economic aspect is really important, you must chose a country where you can have a higher wage that can cover all your costs
4. Don't pick the country where you have spent your last holiday. In your holiday you had everything planed, booked earlier, saved money and you went there to relax not to work.
5. If you already know where you want to move you should search all aspects about the country as wages, costs of living, cultural aspects, law regulation, history, geography, climatic aspects, renting a flat.
6. Ask the opinion of person what moved there, search information on internet, blogs and if is possible talk with locals of the city you want to move.
7. If you are sure about the country, you should move at least 2 weeks or one month there to find a job, to rent a flat, to find out all information about the law regulation, taxex, to try to behave as you already moved there definitely, to see if you can adapt and if this fullfils youe expectations
8. Also is important to have a way to come back. Maybe you discover after 6 months that was not what you wanted and you want to move back in your home country. So don't sell your house and don't lose contact with your friends and family.
9. The most important aspect: BE OPTIMISTIC! If you are motivated you can do everything.
10. The last but not the least you have to have some saved money to support yourself the first 2 months before you will receive your salary.

Living abroad is an interesting experience that gives you so much perspective on life, this helps you understand people, places and cultures and test your limits and boundaries. But you mst not forget your main purpose: to have a better life than in your home country!

Step upBroad





“Abroad why not?” Erasmus +

Luminita

Bianca

Anna

Giovanni

Klaudia

Marketing plan

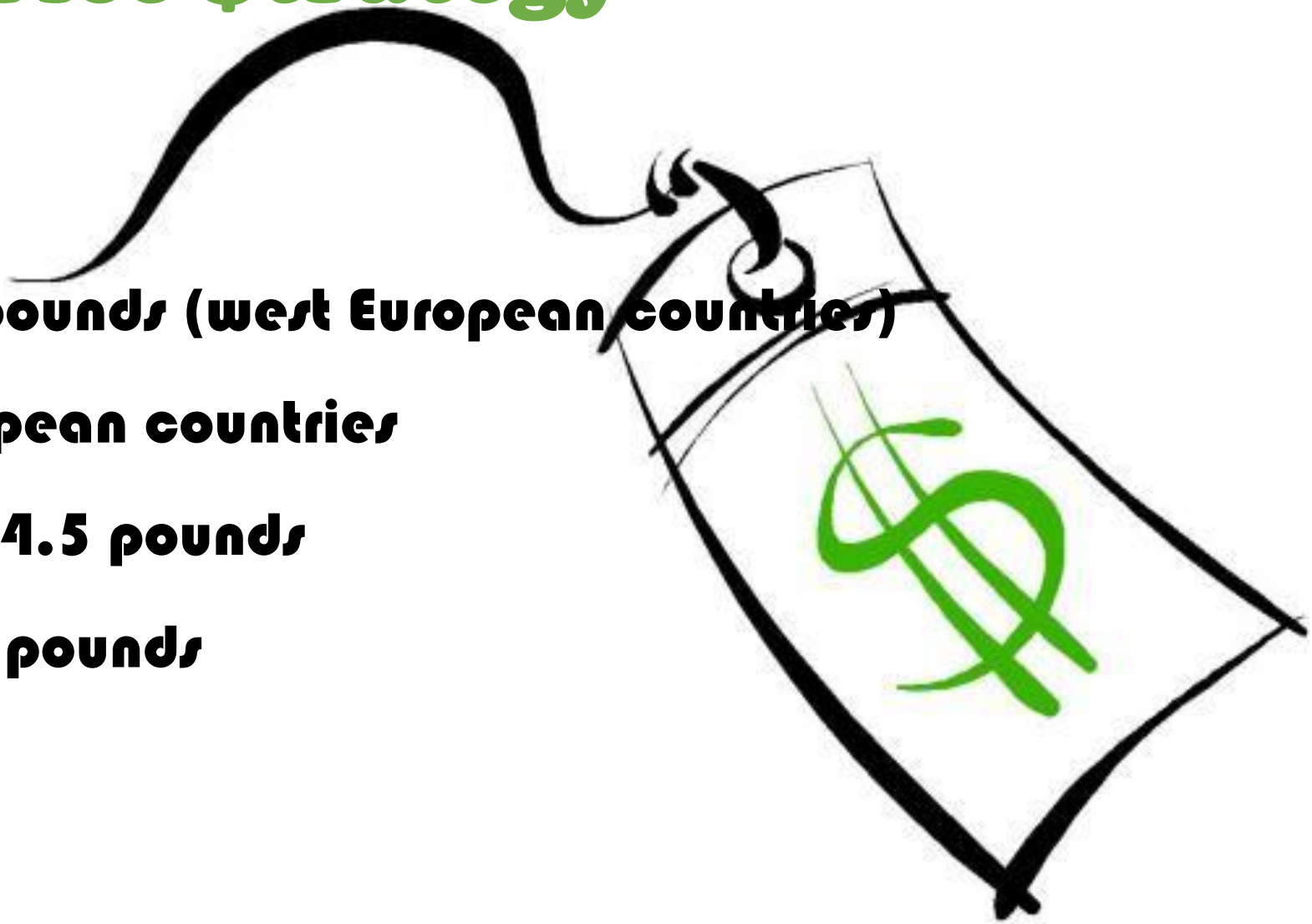


Price $trategy

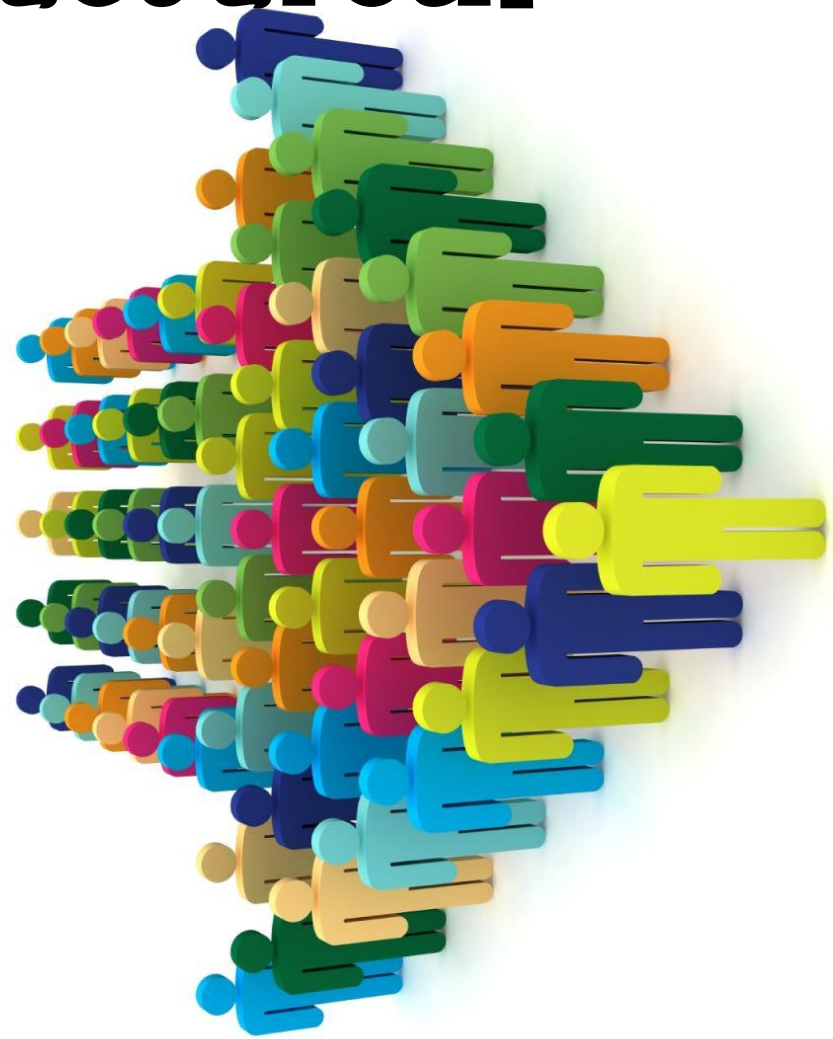
1. February 2015 - 4 pounds (west European countries)
2. July 2015 – Est European countries

—— > + 12.5% price = 4.5 pounds

3. Online platform -> 5 pounds



Target group



Young European people

(18 – 30 years old)

Magazine strategy



a) Magazine subscription – whole access to online platform

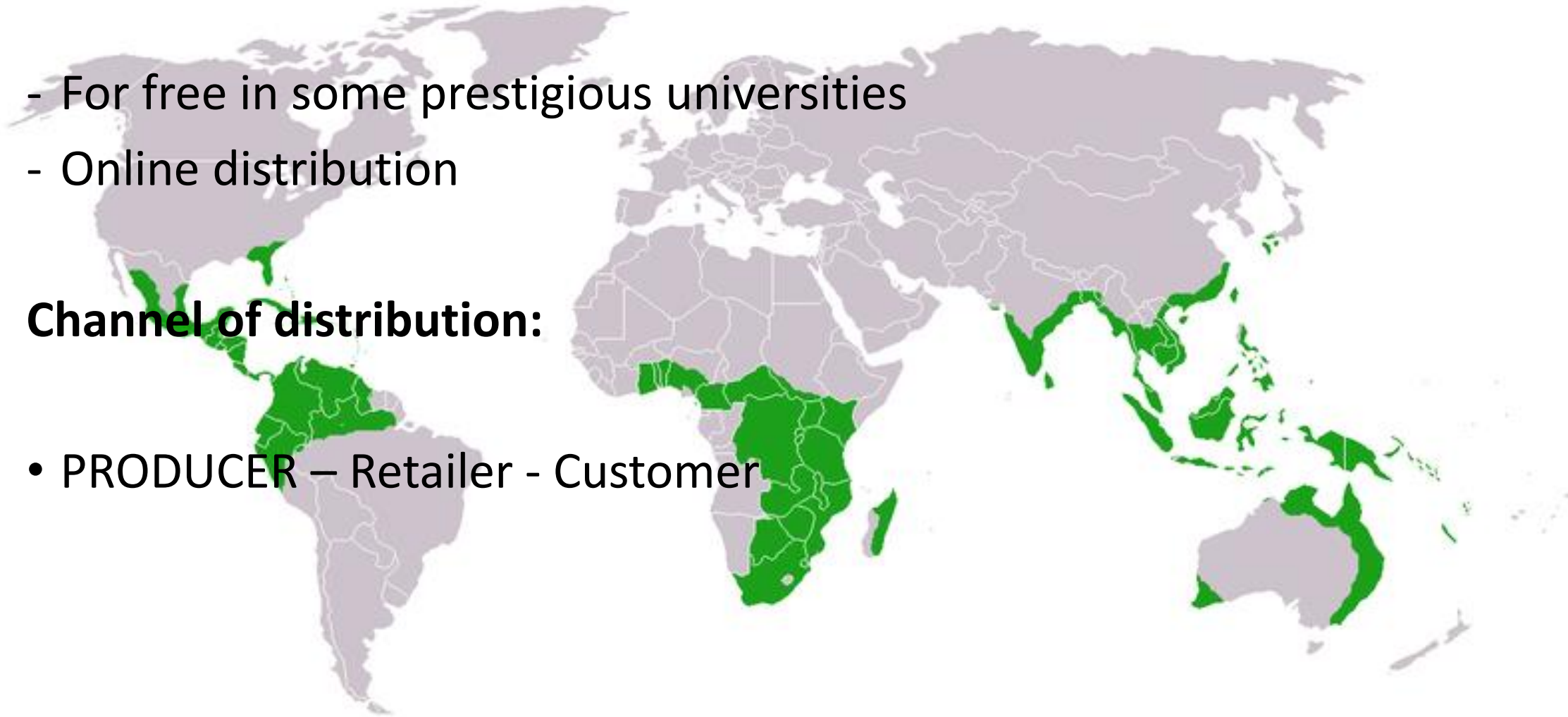
b) Cooperation with magazine & newspapers => 5.5 pounds

c) Cooperation with museums => discounts (only with 1 year subscription)

d) Agreement with universities => Advertising

Distribution & Selling

- For free in some prestigious universities
- Online distribution



Channel of distribution:

- PRODUCER – Retailer - Customer