

Application

Programme	Erasmus+
Action Type	KA122-VET - Short-term projects for mobility of learners and staff in vocational education and training (KA122-VET)
Call	2024
Round	Round 1

Context

Welcome to the application form for Vocational Education and Training

Please verify that your organisation is eligible for the field you have chosen. If you are not certain which field you can apply for, you should contact your National Agency for advice.

Field of application	Vocational Education and Training			
Project title	Promozione del Marketing Territoriale attraverso l'apprendimento di strategie innovative.			
Project title in English	Promoting local Marketing through the acquisition of innovative strategies.			
Project start date (dd/mm/yyyy)	Project duration	Project end date (dd/mm/yyyy)	National Agency of the applicant organisation	Language used to fill in the form
01/06/2024	18	30/11/2025	IT01 - Agenzia Nazionale - Erasmus+ - INAPP	Italian

Project Summary

Please provide short answers to the following questions to summarise the information you have provided in the rest of the application form.

Please use full sentences and clear language. In case your project is accepted, the summary you provided will be made public by the European Commission and the National Agencies.

i. Background: Why did you apply for this project?

Per offrire opportunità di apprendimento internazionale, migliorare la formazione professionale degli studenti, promuovere la diversità culturale, integrare studenti svantaggiati in attività a loro precluse, migliorare l'offerta formativa della scuola, accrescerne la visibilità a livello europeo.

Come istituto economico si è scelto di puntare all'ambito turistico, considerato il grande patrimonio storico-artistico e culturale della Città, che è candidata a Capitale Italiana per la Cultura 2026.

Supporting organisations

OID	Legal name	Country	Region	City	Website
E10083343	TRIBEKA TRAINING LAB S.L.U.	Spain	Andalucía	Malaga	www.tribeka.es