



# INFOPACK

# YOUNIQUE

## Empowering Youth for Advocating Inclusivity, Equality and Respect for LGBTQ+ Communities

Project Number: 2024-3-EL02-KA154-YOU-000272070



**Naousa**  
**27- 31 July**  
26/07 - 1/08 are travel  
days



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# The Host

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## YOUTH ESTIA



Youth Estia is an informal, fresh group of young people based in Northern Greece, specifically operating within Central Macedonia with its roots in Veroia. The organization was founded by young volunteers who, inspired by their own extensive international experiences in Erasmus+ programs, university exchanges, and internships, decided to establish a platform to share this European spirit and knowledge with other youth. Their core mission centers on actively promoting social integration, active citizenship, and community development through mobility and cultural exchanges, with a strong focus on improving foreign language skills and boosting employment opportunities.

The organization utilizes non-formal education (NFE) methodologies and modern digital tools to adapt to evolving societal needs. Backed by a vast volunteer network, Youth Estia collaborates closely with universities and various local and international NGOs. Their diverse portfolio places a strong emphasis on women's empowerment and gender equality through targeted initiatives. Additionally, they actively drive youth projects centered on critical media literacy and environmental sustainability.

### Find us on:



[Facebook: Youth Estia](#)

# About the Project

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## YOUNIQUE

YOUNIQUE (Empowering Youth for Advocating Inclusivity, Equality and Respect for LGBTQ+ Communities) is Erasmus+ Youth Participation Activity. The initiative brings together a multinational consortium of partner organizations from Greece, Hungary, Sweden, and Croatia to foster European cooperation. The project directly aligns with the EU Youth Strategy and Goals to foster a more inclusive European community. By leveraging multinational cooperation, the initiative creates a structured network to address human rights and civic participation at a transnational level.

The primary mission of the project is to advocate for inclusivity, equality, and deep respect for LGBTQ+ youth across the participating regions. Through targeted non-formal education methodologies, YOUNIQUE aims to dismantle stereotypes, combat discrimination, and empower marginalized young people to become active civic actors. The initiative provides safe spaces for dialogue, peer-to-peer learning, and the sharing of international best practices regarding diversity and social cohesion.

To maximize its long-term impact, the project integrates local youth work with regional policy engagement to ensure the voices of marginalized groups reach decision-makers. The initiative heavily incorporates digital tools and creative dissemination strategies to share its findings and educational resources with wider European networks. By bridging grassroots youth activism with structured civic dialogue, YOUNIQUE aims to leave a lasting framework for equality and human rights advocacy that extends well beyond the project's official duration.



# Objectives

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**Below are listed the core objectives that are designed to align with the organisation's long-term Erasmus Plan and the broader EU Youth Goals:**

- 1. Promote Inclusivity and Equality:** Ensure that everyone, regardless of gender identity (whether they identify as transgender, male, or female), has fair access to resources, opportunities, and a wide range of activities tailored to their unique needs.
- 2. Empower Youth Activism and Leadership:** Help young people deeply understand LGBTQ+ issues through educational sessions, mentoring, and skill-building workshops. The project aims to equip participants with advocacy tools so they can confidently defend their ideas and become a new wave of youth leaders driving social change.
- 3. Update and Influence European Policy Agendas:** Modernize public policy agendas regarding LGBTQ+ rights. By interacting directly with policy-makers, legislators, and community stakeholders through policy-making workshops and advocacy campaigns, participants will co-create policy recommendations that reflect the diverse voices of LGBTQ+ youth.
- 4. Enhance Democratic and Civic Participation:** Increase the involvement of young people in the formulation and implementation of public policies. The project achieves this by providing a platform for youth-led projects, building structural links with civil society organizations, and encouraging direct engagement with decision-making processes.
- 5. Establish Safe Spaces for Dialogue:** Design and offer secure, welcoming, and stigma-free environments (such as bootcamps, conversation cafés, debates, and community picnics) where youth can openly share personal stories, connect with peers, and foster a sense of mutual solidarity and belonging.

# About the Mobility

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The "Advocacy Lab: Shaping Youth LGBTQ+ Activism for Equality" is the dedicated youth participation mobility action within the YOUNIQUE project. Organized by the Greek applicant group "Youth Estia" alongside partner organizations from Hungary, Sweden, and Croatia, this activity stands out as the only non-local, cross-border initiative of the project.

The mobility activity will bring together participants from across the consortium.

Each partner organisation will be represented by **12 participants**, primarily young people aged **18–30**. Within each national group, up to **three participants** may be aged 30+ and will take part as **decision-makers**, contributing their expertise, engaging in dialogue with young people, and supporting the development of youth-led recommendations and initiatives.

In line with the Erasmus+ Inclusion and Diversity Strategy, the activity will ensure equal access and meaningful participation for young people with fewer opportunities and those from marginalized backgrounds.

To ensure the safety and well-being of all participants, each participant will be required to obtain a valid European Health Insurance Card (EHIC) or equivalent health insurance coverage prior to the mobility.

During this intensive lab, participants will learn how to critically analyze policies, debate complex issues surrounding gender equality, and navigate EU advocacy structures. They will also gain hands-on, practical skills in grassroots campaigning by collaborating to design and produce both physical and digital promotional materials, such as leaflets and posters, to advance LGBTQ+ rights within their local and international communities.

# Activity Programme

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
-	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
Arrival of the participants and Check-in at the Hotel	<b>11:00 – 13:00: Getting to Know Each Other &amp; Project Introduction</b> Ice-breaking activities, participant introductions, presentation of the YOUNIQUE project	<b>11:00 – 13:00: Media Literacy for Activists</b> Analyzing common anti-LGBTQ+ media narratives and disinformation campaigns across the EU.	<b>11:00 – 13:00: Slogan &amp; Copywriting Workshop</b> Learning the science behind catchy, memorable campaign taglines. Writing text for the leaflets.	<b>11:00 – 13:00: Policy Drafting Workshop</b> Learning how to write clear, concise, and professional policy recommendations.	<b>11:00 – 13:00: Simulated Lobbying Meetings</b> Roleplay session where participants practice presenting their campaigns and Manifesto to simulated "decision-makers".	Departure of the participants – Check out
	Lunch	Lunch	Lunch	Lunch	Lunch	
	<b>14:00 – 16:00 Ethics of Representation</b> A workshop exploring how to portray sensitive human rights stories safely, inclusively, and impactfully in public campaigns	<b>14:00 – 16:00 Developing Counter-Narratives</b> Practical workshop on framing arguments and constructing positive, evidence-based messaging to counter discriminatory rhetoric	<b>14:00 – 16:00 Micro-Campaigning</b> Structuring short, high-impact messages tailored for specific platforms (e.g., social media vs. physical posters).	<b>14:00 – 16:00 Consensus Building</b> A simulation session where all participants debate, vote on, and finalize a joint "YOUNIQUE Youth Manifesto"	<b>14:00 – 16:00 Reflection, Evaluation &amp; Future Cooperation</b> Final reflection, evaluation of learning outcomes, Youthpass discussion, and planning follow-up actions.	
Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	-



# PARTICIPATING COUNTRIES & ORGANISATIONS

Country		Travel Grant	Organisation Name
Greece		€0	YOUTH ESTIA
Hungary		€309	Hungary International Youth Group
Sweden		€395	Well-Being Lab
Croatia		€309	Centar za mlade Dalj

Each organisation involved in the project will contribute 12 participants who will take part in the full training programme.

# Participants' Profile

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Participants of the **YOUNIQUE Activity** have the following profile:

- Interested in civic engagement and policymaking, young leaders and activists, youth workers and professionals in the field, public officials and policymakers for multi-level dialogue
- Equal gender representation for balanced perspectives, inclusive of all races, ethnicities, religions, and political affiliations fostering cross-cultural communication and collaboration
- Willing to share their knowledge, skills and experience with the other participants and act as multipliers in their communities.

## The selection criteria of participants are:

- Participants from different cultural and social backgrounds, individuals with fewer opportunities (economic, social, or geographical challenges) and commitment to inclusivity and respect for diverse perspectives.
- In equally good evaluated applications, then the previous experience in such kind of projects will be considered – the participants who have **never participated to an Erasmus+ project** will have **priority** to the ones that have already been to be introduced to the European values and develop a sense of European citizenship and identity and also have the opportunity to raise their awareness of other countries and cultures.



# Preparation of Participants

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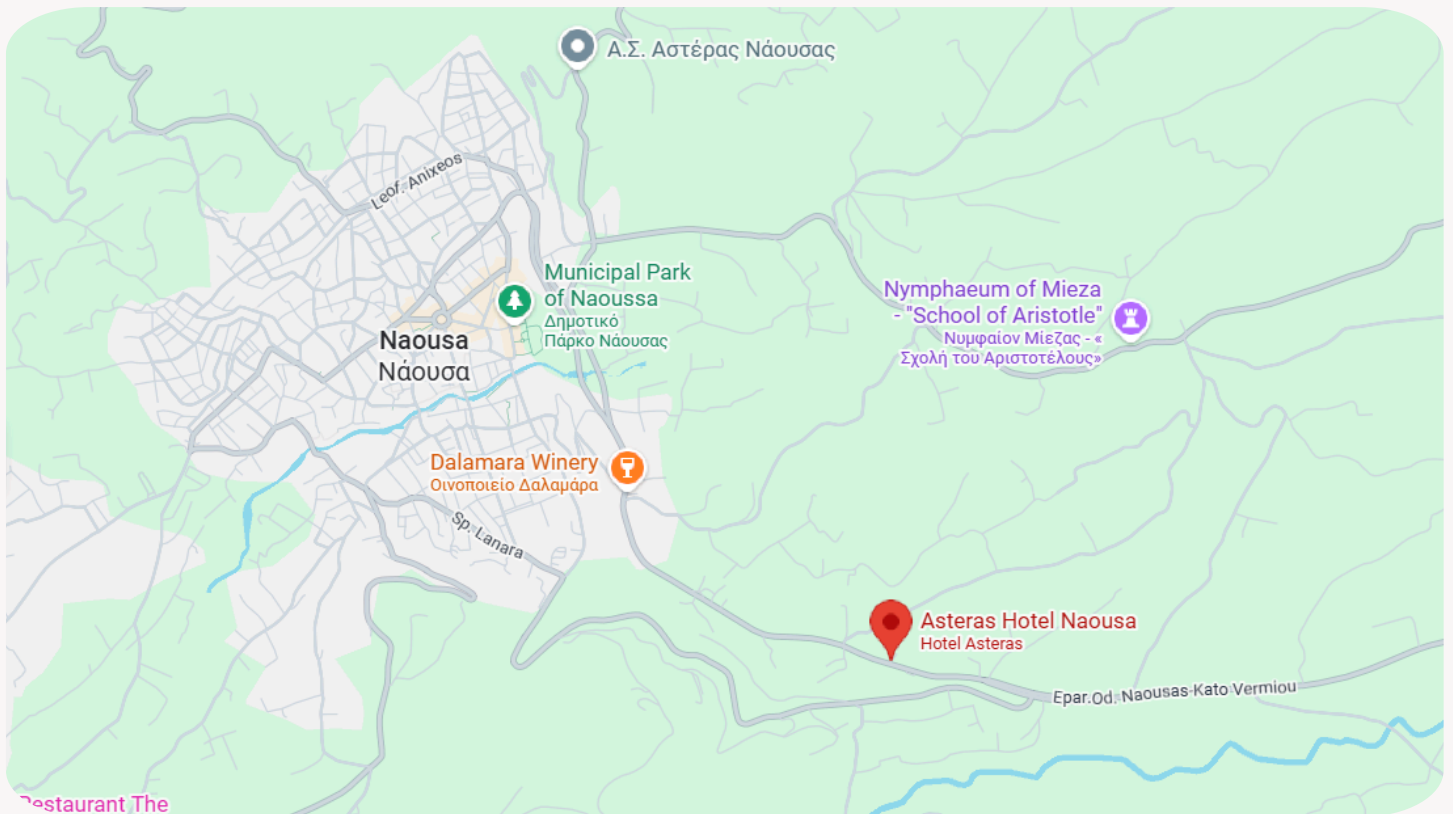
- The mobility will be in **English** and therefore participants should be able to communicate in English.
- All participants are expected to participate **fully in all activities**, except in the case of illness. Unauthorised absence from activities is not permitted. The activities will be designed and conducted in such a way that all participants have the opportunity to contribute their points of view. We expect you to participate and contribute.
- Before your travel, participants should check the documents they need to cross the border into Greece and whether they have them. **Pay attention to the expiry date!**
- Participants are encouraged to **promote the project**, share the results achieved and carry out **dissemination activities**.
- **Intercultural Night:** Participants are requested to present their home country and its culture to the group (no use of presentations, etc.) by telling a short story about it, bringing some traditional food, perform a dance, or some other tradition.
- **Youthpass Certificates:** All participants will receive a Youth pass certificate at the end of the mobility.



# Training Facilities

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The activity will take place in Naoussa, Imathia, Greece, a unique city of great historical importance; it will offer you a wonderful experience. The training will take place in the Conference Room of Hotel Asteras. There is a large, fully equipped room along with all necessary facilities to host this Activity.



**2km Naoussa, Veroia**

# Accommodation & Meals

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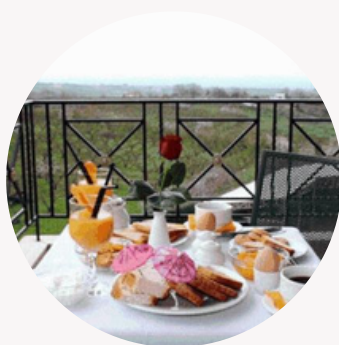
**Asteras Hotel** offers fully equipped accommodation with all the necessary amenities. The property features room service and a 24-hour front desk, along with free WiFi throughout. The rooms will be **Double, Triple or Quadruple** Rooms, respecting gender balance. (Depending on room availability participants from different countries might need to share a room)



Asteras provides a variety of tastefully decorated rooms to accommodate solo travellers as well as couples and groups. Each one is equipped with modern bathroom facilities and a refrigerator for chilling drinks.

## Meals & Catering for Our Project

For participants of our mobility, we will provide all main meals, breakfast, lunch, and dinner throughout the stay (on project days). This ensures that all participants are properly nourished and can focus on the activities without worrying about meal logistics.



# Travel



In line with the Erasmus+ Programme, travel costs will be refunded according to the distances calculated using the European Commission distance calculator. The participants themselves should cover any extra costs overcoming the budget limits. **To ensure the best connection and management of participants, flight tickets should be bought by the participants/sending organization.**

Travel tickets should be economy class and before buying tickets inform your sending organisation of your travel itinerary, when you will arrive and when you will departure from training. **1st class or other upper class flight tickets, taxi costs (in country of origin) and travel agencies fees are not eligible and will not be refunded.**

\*Participants can arrive 1 day earlier and/or depart 1 day later than the designated dates, but cover their own accomodation expenses for the extra days



## Airport: THESSALONIKI MAKEDONIA AIRPORT

You fly to and from Thessaloniki Makedonia Airport  
(<https://www.skg-airport.gr/en>).

To reach the city center you have to take the bus No 01X just outside Arrivals. The ticket costs 2 EUR and you can either buy it from the kiosk near the bus stop or from the ticket machine inside the bus (please have with you a 2 EUR coin as the machine does not take notes or gives change). This bus (No 01X) goes straight to the city center with few stops during its route.

**IMPORTANT:** For those who arrive after 22:00 in the night, the bus number is 01N, again just outside Arrivals (the same bus, just with fewer stops)

# Travel

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## How to get from Thessaloniki from Naousa:

To travel from Thessaloniki to Naousa, you can use the KTEL Imathias bus service, which operates regular routes between these locations. Buses depart from the KTEL Macedonia Intercity Bus Station in Thessaloniki, located at 73 Giannitson Street, Thessaloniki 546 28, Greece.

## Bus Services from Thessaloniki to Naousa (KTEL Macedonia Intercity Bus Station):

- Operator: KTEL Imathias
- Frequency: Buses depart approximately every two hours
- Duration: The journey takes about 1 hour and 45 minutes
- You can buy your tickets from the kiosk or online (<https://ktelbus.gr/ima/ticketweb/>)
- The ticket costs around 10,50€ (one-way)

## Contact Information:

Naoussa Intercity Bus Station: Phone: 23320 22223.

Macedonia Intercity Bus Station Thessaloniki: Phone: +30 2310 595400.

# Practical Info

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**Buses:** Organisation of Public Transport of Thessaloniki – OASTH (<http://oasth.gr/>). Buses are coloured red, blue and white (with colour strips on their sides). Ticket costs 1 euro/route.



**METRO:** The Thessaloniki Metro operates daily with the following schedule:

The Thessaloniki Metro offers a Single Ride Ticket for €0.60, valid for 70 minutes per trip, a 10+1 Ticket Bundle for €5.80, and a Daily Ticket that allows unlimited metro use for 24 hours from the first validation.

Sunday to Thursday: 5:30 AM – 12:30 AM

Friday and Saturday: 5:30 AM – 2:30 AM



**Police Number:** Call the number 100 or 112 which is the European emergency number. But please be sure you will not call the Police. Thessaloniki is a very safe city, and you will always see people walking around any time of the day and night. However, protect yourself and do not put yourself into risk.



**Medical Emergency:** Number: 166 or 112 which is the European emergency number. In case of a health emergency call also one of our team members to help you. Keep your European Health Insurance Card always with you, along with your ID/Passport.

**THE EUROPEAN HEALTH INSURANCE CARD** The European Health Insurance Card is a free card that gives you access to state- provided healthcare during a temporary stay in any of the 27 EU countries, Iceland, Lichtenstein, Norway and Switzerland, under the same conditions and at the same cost (free in some countries) as people insured in that country.

The European Health Insurance Card is issued by your national health insurance provider. You can find more information here: <http://ec.europa.eu/social/main.jsp?catId=563&langId=en#nationalinfo>

# Reimbursement

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**Reimbursement will be made upon full attendance of the activity, submission of Participants' Report (this is MANDATORY) via the Beneficiary Module and upon providing original evidence of participants' travel:**

1. Travel Itinerary 2. All original payment receipts of ticket purchasing and Visa where required 3. All original Bus/Train tickets to/from the airport (use of TAXI or private car for use in the country of origin will NOT be covered). 4. Boarding passes (in case of electronic boarding passes, you should keep a screen shot and email them to YOUTHABILITY before flying) 5. Copy of ID/Passport 6. Submission of Participants' Report

Reimbursement will be based on the real cost and ONLY providing the necessary evidence aforementioned.

People who are coming late or leaving early at the Activity will not have their travel costs refunded.

Note that if you buy your tickets in a currency different to EURO, calculation of travel reimbursement will be calculated according to the exchange rates given on the official European Commission website for the month of the ticket purchase. All travel reimbursements will be done to the Sending Partner Organizations' Bank Accounts and not to each participant individually

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# About Naousa

Located in Northern Greece, at the foothills of Mount Vermio, Naousa is a beautiful and lively town in the region of Imathia. Surrounded by lush forests, rivers, and vineyards, it combines natural charm with deep historical roots. Naousa is widely known for its wine-making tradition, local gastronomy, and the warm hospitality of its people.

The town has a rich cultural heritage, with landmarks such as the School of Aristotle, where the great philosopher is believed to have taught Alexander the Great, and the Historical and Folklore Museum, which reflects its vibrant past. Naousa is also famous for its traditional carnival celebrations, local festivals, and winter landscapes, making it an inviting destination all year round.

Blending nature, history, and culture, Naousa offers the perfect environment for reflection, creativity, and meaningful intercultural exchange, an ideal setting for the YOUNIQUE project.



# Contact Emails


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For all mobility-related questions, including travel arrangements, ticketing, and flight bookings, please contact:

## **General information :**

[youthestia@gmail.com](mailto:youthestia@gmail.com)

## **Information regarding the Mobility :**



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