



YES  
YOUTH TRAINING

AGENDA &  
INFOPACK

Catania  
10-14 February 2020

YES 

JO Consulting  
EU PROJECTS

Co-funded by the  
Erasmus Programme  
of the European Union



*Youth Empowerment by Entrepreneurial Skills*

# YOUTH TRAINING

DATA: **10-14 February 2020**

PLACE: **Hotel Agathae,**  
*Etna Street 229, 95124 Catania (Italy)*

DELIVERED BY:

**JO Consulting**<sup>®</sup>  
BUSINESS PLAN

## AGENDA

DAY 1	TOPIC	
10/02/2020		
15:00 -16:00	Welcoming Introduction of YES project Agenda of the programme and contest explanation Presentation of participants and group division	ALL
16:00-16:30	21st century skills and digital competences	JO
16:30-16:45	Break	
16:45-17:45	Warm up and ice breaking activities	ALL
17:45-18:00	Q&A and conclusion	JO

DAY 2	TOPIC	
11/02/2020		
09:30 -10:00	Module 1: Canvas Business Model	JO
10:00-11:10	Group activities and ideas presentation	ALL
11:10-11:30	Break	
11:30-12:00	Guest: <i>Giovanni Milazzo</i> , founder and CEO of <b>Kanésis</b>	WEB CONFERENCE
12:00-12:30	Module 2: Minimum Viable Product	JO
12:30-13:30	Module 6: Marketing	JO
13:30-15:00	Lunch break	
15:00-18:00	Guided tour at <b>TIM JOL</b> with speech from <i>Valeria D'Amico</i> , Head of TIM Joint Open Lab	COMPANY VISIT

DAY 3	TOPIC	
12/02/2020		
09:30 -10:00	Module 3: Create Team & Divide Tasks	JO
10:00-11:00	Group activities and presentation	ALL
11:00-11:30	Break	
11:30-12:10	Module 4: Corporate Identity	JO
12:15-13:30	Guest: <i>Danilo Mirabile</i> , founder and CEO of <b>Beentouch</b>	WEB CONFERENCE
13:30-15:00	Lunch break	
15:00-15:30	Module 5: Innovation and Creativity	JO
15:30-17:00	Guest: <i>Dr. Vas Taras</i> , Associate Professor at the University of North Carolina - <b>XCULTURE</b>	WEB CONFERENCE

DAY 4	TOPIC	
13/02/2020		
14:30 -16:30	Catania City Tour	JO
16:30-17:00	Transfer from Catania to Acireale	ALL
17:00-18:30	Guided tour at <b>Free Mind Foundry</b> – speech from <i>Enrica Arcadipane</i> , Key Account Manager at BaxEnergy	COMPANY VISIT
18:30-19:00	Transfer from Acireale to Catania	JO

DAY 5	TOPIC	
14/02/2020		
9:30 -10:30	YES Contest - Kahoot Quiz	JO + ALL
10:30-10:50	Break	
10:50-11:50	Round table and assessment test	JO + ALL
11:50-12:00	Closure	JO

## SICILY IN A GLIMPSE



Sicily is a land of extremes and contrasts, a magnification of all things Italian. It is also an island of enormous intensity, a concentrated distillation of history, architecture and gastronomic delights, where incandescent volcanoes light up the night skies, mountain ranges jostle for supremacy, and where the sea has sculpted a coastline of stunning variety and beauty.




With its wonderful climate, Sicily is eminently welcoming all the year round and each season has its own distinctive charm. <sup>1</sup>

Catania is Sicily's second largest city, with a population of around 300,000. It lies on the Ionian Sea, under the shadow of Mount Etna, or "A Muntagna" as the locals refer to it.

Mount Etna is ever-present and has shaped both the history and the actual existence of Catania. On several occasions, volcanic eruptions destroyed the city, the most devastating of which happened in the 17th Century. In 1669, Catania was covered in lava and then, just 24 years later in 1693 an earthquake shook the town down to its foundations. The reaction to this latter catastrophe was amazing: the entire old part of town was rebuilt in Baroque style, with large squares and avenues. The most remarkable aspect, however, was the material used to reconstruct the buildings: lava! Catania is essentially a "grey" city and unique in the world for this<sup>2</sup>.

<sup>1</sup><http://ww2.thethinkingtraveller.com/thinksicily/guide-to-sicily/general-information/an-introduction-to-sicily.aspx>

<sup>2</sup><http://ww2.thethinkingtraveller.com/thinksicily/guide-to-sicily/towns-and-cities-in-sicily/catania.aspx>

TRAVEL SUGGESTIONS	
<p><b>Getting to Catania</b></p>	<p>Usually you have to fly to Catania Fontanarossa International Airport; You can reach the airport flying either with low cost companies and National flag-carrier.</p> <p>Here's the website: <a href="http://www.aeroporto.catania.it/?lang=en">www.aeroporto.catania.it/?lang=en</a></p>
<p><b>Getting to Catania city centre from the Airport</b></p>   	<p><b><u>FROM CATANIA FONTANAROSSA TO CATANIA CITY CENTRE</u></b> Once landed you can easily reach the city centre of Catania by bus or taxi.</p> <p>The bus, named <b>ALIBUS</b>, is a very good connection to leave the airport and reach the beautiful city of Catania. Passengers can take an ALIBUS each 25 minutes from the open space in front of the old terminal. The ticket price is 4 € and can be purchased at the airport or directly on the bus. Here you can find the timetable: <a href="http://www.amt.ct.it/?page_id=2610">www.amt.ct.it/?page_id=2610</a></p> <p><u>If you want, you can choose to take a <b>taxi</b>, and in this case, you can contact for example:</u></p> <p>SOCIAL TAXI CATANIA   Tel. (+39) 095 330966 <a href="http://www.radiotaxicatania.org/en/">www.radiotaxicatania.org/en/</a></p> <p>TAXI SAT SERVICE   Tel. (+39) 095 899 81 21 <a href="http://0956188.wix.com/taxii">http://0956188.wix.com/taxii</a></p> <p>A <b>TAXI</b> ride from the Catania-Fontanarossa Airport to the centre of Catania costs approximately 18-22 €.</p> <p>In case of other destinations, you are suggested to ask the tariff before, as it changes according to distance and duration of the travel.</p>



**Accommodation & Meeting Venue:**  
**HOTEL AGATHAE**

*Etna Street 229,  
95124 Catania*



Agathae Hotel has 15 rooms and 1 Apartment and can guest max 33 pax. Below the details of the hotel arrangement:

- N. 2 Double Rooms (with double bed)
- N.6 Double Room (consisting of two single beds)
- N. 3 Triple Rooms (1 double bed and a single bed);
- N. 4 Single Rooms;
- N.1 Apartment for 4 pax (consisting of 1 room with double bed and 1 room with two single beds);

	1 Night	2 nights	3 nights
Double Room	€ 70,00 per room, per night	€ 65,00 per room, per night	<b>€ 55,00 per room, per night</b>
Double Room for Single Use	€ 60,00 per room, per night	€ 55,00 per room, per night	<b>€ 50,00 per room, per night</b>
Single room	€ 50,00 per room, per night	€ 45,00 per room, per night	<b>€ 45,00 per room, per night</b>
Triple room	€ 100,00 per room, per night	€ 90,00 per room, per night	<b>€ 85,00 per room, per night</b>
Apartment	€ 120 per night	€ 110,00 per night	<b>€ 100,00 per night</b>

You can book directly through the hotel email by indicating the number of people and the typology of room selected  
info@hotelagathae.it

➔ If you have problems with booking please let us know!

**Other information**

**Some information about Catania:**

- Catania – Institutional Website [www.comune.catania.it](http://www.comune.catania.it)
- City Guide [www.italyguides.it/us/sicily\\_italy/catania/catania.htm](http://www.italyguides.it/us/sicily_italy/catania/catania.htm)
- Tourism office <http://turismo.provincia.catania.it/English/>
- Catania Pass [www.cataniapass.it/en/index.html](http://www.cataniapass.it/en/index.html)

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