

15–23 JAN 2027 · MIĘDZYBRODZIE BIALSKIE, POLAND

Got a cause? *Make it heard.*

A campaign that connects: make change happen

Ages 18–30 · Free to join · Youthpass certificate

KLASTER
INNOWACJI
SPOŁECZNYCH

Co-funded by
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Your issue. *Your campaign.*

Everyone has an issue that bothers them, but few young people know how to turn that frustration into a message that actually moves people.

This is a hands-on campaigning lab about inclusion, equality and human rights. Starting from your own rights and real local problems, including those faced by migrants and people with fewer opportunities, you build a full social campaign from scratch.

You run it online and on the street, and shape it into a concrete ask to local decision-makers. No media experience needed: we teach everything from scratch.

WHO	Ages 18–30, Poland + 3 countries
LEVEL	No media experience needed
PLACES	Up to 24, at least 8 for people with fewer opportunities
LANGUAGE	English
COST	Free to join
ORGANISER	Cluster of Social Innovations

YOU WILL LEAVE WITH

A real campaign

Built from an issue and a message to action, online and on the street.

A voice

A concrete ask to local authorities.

Youthpass

A European certificate of the skills you gained.

Three phases. *One campaign.*

You work in small international groups, from the first discussion about rights to the day your campaign goes public.

1

Rights and the issue

Human rights and equality before the law in practice. You identify the problems that matter locally and choose campaign topics.

2

Craft the message

Speaking about hard topics clearly and without judging. You meet people with migration experience and produce campaign materials in Canva, social media and short video.

3

Go public and be heard

Running the campaign locally, measuring its impact and turning it into a concrete recommendation to local authorities.

WHAT YOU GAIN

- **Your rights:** human rights and equality before the law, in practice
- **Building a campaign:** from the issue and message to real action
- **Talking about hard topics:** simply, clearly and without judging
- **Digital tools:** Canva, social media, short-form video
- **A voice:** a concrete ask to local authorities

ARRIVAL

15 *Jan*

PROGRAMME

16–22 *Jan*

DEPARTURE

23 *Jan*



Społecznik. *By the lake.*

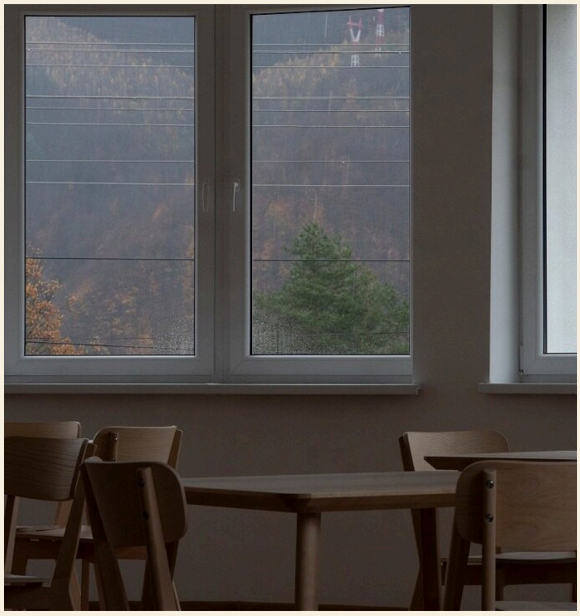
A modern training centre built for youth exchanges, in the Silesian Beskid Mountains, close to Lake Międzybrodzkie.

You sleep, eat and work in the same building, so there is no commuting during the week. Meals are cooked on site from fresh, local products.

ROOMS	Shared bedrooms
MEALS	3 meals a day + coffee breaks
WORKSHOPS	Bright room, projector, sound
INTERNET	Wi-Fi in the whole building
ACCESS	Adapted for people with disabilities



WORKSHOP ROOM



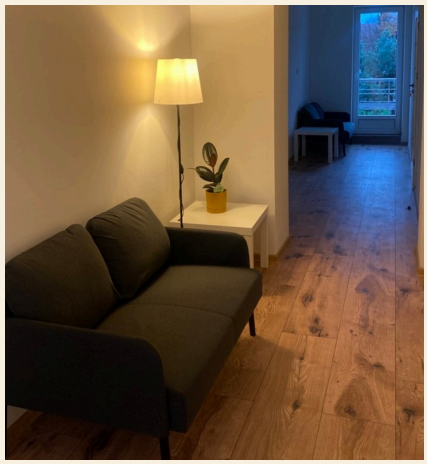
DINING ROOM



BEDROOM



BEDROOM



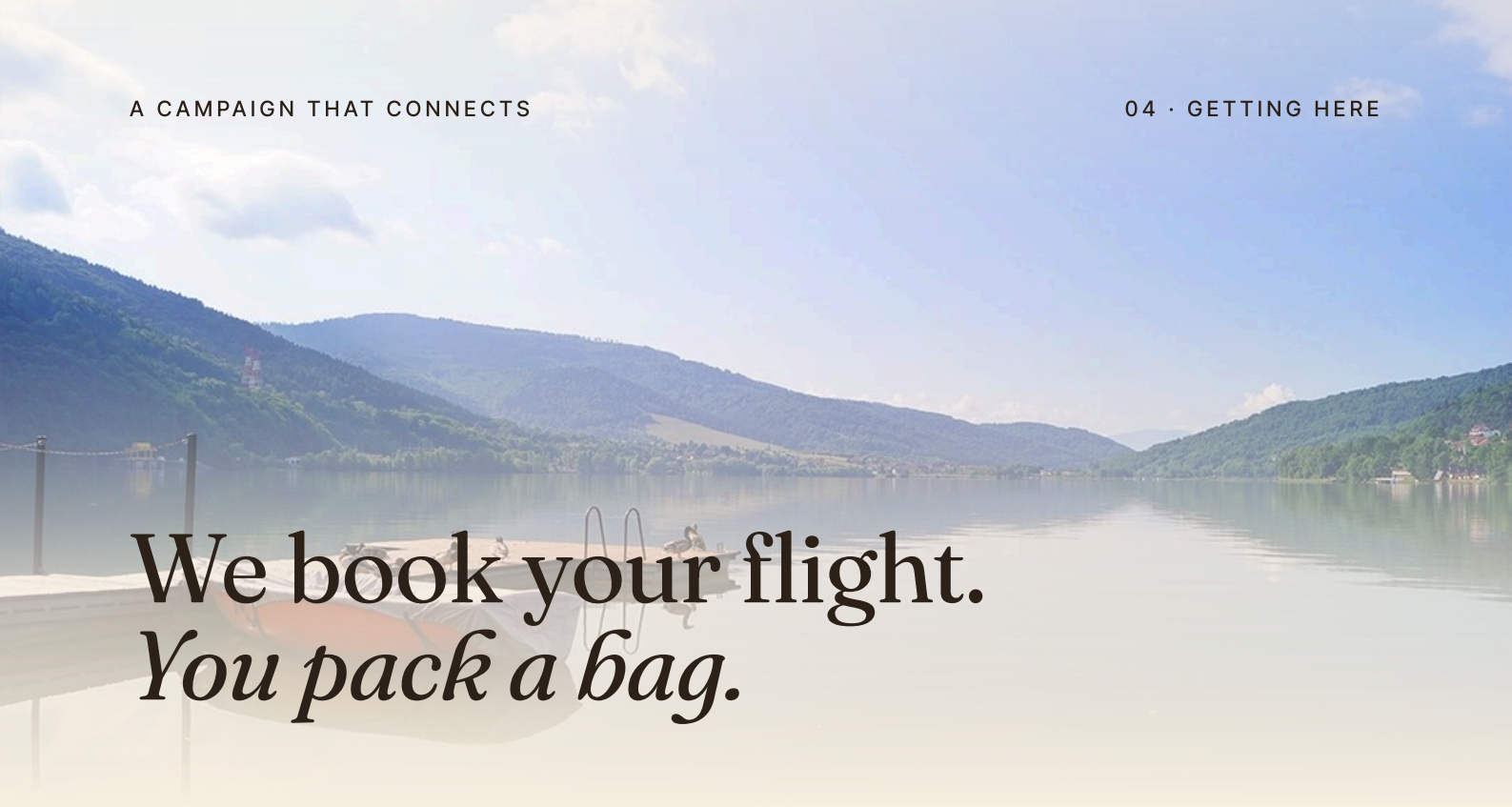
LOUNGE CORNER



GARDEN GAZEBO



THE VIEW FROM THE CENTRE



We book your flight. *You pack a bag.*

KEEP EVERY TICKET

Keep **all travel tickets and boarding passes**, there and back. We need them for the project documentation and for reimbursement.

1 You apply

Fill in the short form on Erasmus+ Mobility HUB. We review applications within about 2 weeks and email you either way.

2 You choose, we buy

Once accepted, you pick a flight in your account and we book and pay for it. You pay nothing.

3 Keep your boarding passes

Keep every ticket and boarding pass, there and back. We need them for the project documentation.

From the airport: Katowice (AP bus) or Kraków (SKA1 train) to the railway station, train to Bielsko-Biała Główna, then bus 113 to Międzybrodzie Skrzyżowanie (20 stops) and a few minutes on foot.

Pack light. *Everything you need.*

A few things make the week easier. Check the lists below before you travel.

MUST HAVE

- **Passport or ID card**
- **EHIC card** or private health insurance
- **Smartphone and charger**, plus a plug adapter
- Your boarding pass, on your phone or printed

ALSO PACK

- Comfortable clothes for workshops
- Personal hygiene items and a towel
- Medicines you need, incl. for motion sickness
- Something small or a national costume from your country for the cultural evening (optional)

GOOD TO KNOW

Meals and room covered

Accommodation and meals are provided by the organiser.

Wi-Fi in the workshops

Bring your own device and work on it during the sessions.

No alcohol

No alcohol or prohibited substances during the programme.



APPLICATIONS ARE OPEN

Ready to *make it heard?*

Fill in the short form on Erasmus+ Mobility HUB. It takes a few minutes.

mobility.klaster.org.pl/events/campaign-that-connects

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