



ASSOCIAZIONE KORA

# INFOPACK

MAKE YOUR  
VOICES HEARD

TRAINING COURSE

20 - 30 JULY 2026

PASSIGNANO SUL TRASIMENO, ITALY



Co-funded by the  
European Union





# THE PROJECT

NGOs do vital work but many struggle to communicate it. They lack the digital skills, the confidence or the tools to tell their stories effectively to the outside world. Meanwhile, internal communication is often fragmented, informal, and inconsistent. The result: important work goes unseen, funding is harder to secure and communities are less connected than they could be. But every community has a voice. This programme teaches people how to use it - clearly, creatively, and with intention.

**Make Your Voices Heard** is a 10-day training programme that takes participants from communication theory to hands-on storytelling and digital production. It is built for people who work in or with NGOs - not communication professionals, but people who need to communicate as part of everything else they do. By the end, each participant will have created a real piece of communication: a video, a written piece, a social campaign or a web presence - and the knowledge to keep going.





# MAIN TOPICS

This programme covers the full journey from communication theory to digital production. Across ten days, participants explore a carefully sequenced set of topics that build on one another - from understanding how communication works, to making real content, to sharing it with the world.

The programme covers the following topics:

- Introduction to communication: theories, models, and principles
- Internal communication in organisations
- External communication: methods, channels, and best practices
- Strategic communication and SWOT analysis
- Storytelling and narrative structure
- Creative writing for digital and organisational contexts
- Social media strategy and content creation
- Web design and digital presence
- Video production: from concept to screen
- Visual identity and branding
- Conscious use of artificial intelligence in communication
- Communication for social inclusion and advocacy
- Communication for environmental awareness and green action
- Knowledge transfer: sharing what you've learned with your organisation and community





# OBJECTIVES

The project aims to strengthen the communication capacity of community practitioners across participating countries, equipping them with the digital skills, creative competences and critical awareness needed to communicate their work effectively - with a particular focus on social inclusion, environmental advocacy and reaching those furthest from public and digital life.

It addresses an ever present gap: people working in NGOs are routinely expected to manage complex communication tasks yet rarely receive structured training to do so with confidence. This gap is most acute in organisations working with disadvantaged communities, where effective communication is a condition for visibility, advocacy and access to resources.

Participants will develop the skills to tell compelling stories about social and environmental issues, to design a type of communication that actively reaches excluded audiences and to mobilise community engagement more effectively.

Finally, through the open publication of all programme materials the project aims to extend its impact beyond the immediate aims - enabling participants to adapt and deliver the programme in their own contexts.







# PARTICIPANTS

The course is designed for people who are active in organisations either as volunteers, youth workers, youth leaders, facilitators or project coordinators and who are involved in delivering non-formal learning.

**We especially welcome participants from organisations that:**

- **communicate regularly with the public, media, funders or partner organisations and want to do so more effectively, or**
- **are in the process of developing or refreshing their communication strategy, digital presence or visual identity, or**
- **work with disadvantaged, marginalised or underrepresented communities whose stories deserve greater visibility, or**
- **are engaged in environmental or social advocacy and want to strengthen the impact of their messaging.**

Participants should be motivated to work practically and creatively, collaborate in international teams, experiment with digital tools in real conditions, and bring concrete outcomes and new competences back to their home organisation and community.

# WHAT TO BRING

- **Your travel documents and ID**
- Towels and Toiletries (toothbrush and toothpaste, shampoo etc.)
- House shoes ONLY for inside: slippers/socks
- **Laptop/tablet/smartphone/Camera**
- Easy to remove and Comfortable shoes
- Sun protection: glasses, hat, sunscreen
- Adapter for Italian plugs
- Comfortable outdoor clothes and shoes for every kind of weather (be ready in case of wind and rain).
- Medicines, cigarettes, snacks, anything you'll need away from home, considering that the closest shops are some distance from the farm.
- Insect repellent and antihistamine (keep in mind that being in contact with nature there are insects, pollen and other animals).
- Traditional clothes, foods/drinks, flags... anything for intercultural nights!





# LOCATION

The participants will be hosted on the educational farm **La Buona Terra**, where they will stay in a big house. The rooms will be shared and will have mixed nationalities. Please keep in mind that the venue is a 30-minute walk from the first shop.

The farm gives great importance to self-responsibility and respect for nature. Some ground rules will be given during the stay, to respect the place, inside and outside, to respect people living in the surroundings, to respect the animals, to control the environmental impact (water, electricity...) and to create a safe and enjoyable environment for the whole duration of the project.

## ***THE FARM'S ADDRESS IS:***

***VIA CAMPAGNA 26, 06065 PASSIGNANO SUL TRASIMENO, ITALY.***







# TRAVEL

## DATES

Participants are expected to **arrive to the farm on the 20<sup>th</sup> of July, after 13h and before 20h**, and **depart from the farm on the 30<sup>th</sup> of July, before 13h**. The **project activities** will **start on the 21<sup>st</sup> July after breakfast** and will **end on the 29<sup>th</sup> July after dinner**.

## DEPARTURE/ARRIVAL TOWN

Participants are expected to travel **from their home town to Passignano sul Trasimeno and back**. Kora will organise pick-ups and drop-offs from and to the train station of Passignano Sul Trasimeno.

## TRAVEL DURATION

The programme allows **max 2 travel days** (outbound+inbound) for standard travels and **max 4 travel days for green travels** (train, bus, carpooling). Kora will reimburse travel costs up to max 1 extra travel day, but do not provide accomodation nor food for the extra travel day.

## GREEN TRAVEL

In alignment with Kora's vision, the European Commission and the Erasmus+ programme **encourages participants to prioritise Green Travel** over conventional travel and therefore allocate a **higher budget** for travel which includes means of transport such as **bicycle, bus, train, and/or carpooling**. You can find more about the travel budget and green travel on the next page of this infopack.

## KEEP IN MIND:

- **Confirm travel options** with your organization **before booking** any tickets!
- All exceptions to these rules above must be discussed and approved by Kora before booking the tickets! In case of doubt, **contact Kora before booking** tickets at **cristiana@associazionekora.it**

**We will support you in choosing the best solution!**



# TRAVEL REIMBURSEMENT

**Keep all your original travel documents:** plane, bus and train tickets, invoices, boarding passes, fuel, highway toll, both in digital and paper form (if you have this). The reimbursement cannot be done without these documents. **You will be reimbursed up until a maximum amount granted** by the European Commission (see table below), within the distance calculated by the **Erasmus+ Distance Calculator**.

| Travel | Contribution to the travel costs of participants, including group leaders, accompanying persons and facilitators, from their place of origin to the venue of the activity and return.<br><br>Below 500 km, participant will, as a general rule, travel with low-emissions means of transport<br><br><b>Financing mechanism:</b> contribution to unit costs.<br><br><b>Rule of allocation:</b> based on the travel distance and number of persons.<br><br>The applicant must indicate the distance between the place of origin and the venue of the activity <sup>114</sup> by using the distance calculator supported by the European Commission <sup>115</sup> .<br><br>For itinerant activities, the applicant should add up the distances between individual venues and choose the distance band corresponding to the total. <sup>116</sup> | Travel distance | Green travel | Non-Green travel |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------|------------------|
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 10 – 99 km      | 56 EUR       | 28 EUR           |
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 100 – 499 km    | 285 EUR      | 211 EUR          |
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 500 – 1999 km   | 417 EUR      | 309 EUR          |
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2000 – 2999 km  | 535 EUR      | 395 EUR          |
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 3000 – 3999 km  | 785 EUR      | 580 EUR          |
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 4000 – 7999 km  | 1188 EUR     | 1188 EUR         |
|        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 8000 km or more | 1735 EUR     | 1735 EUR         |

**Taxis and first-class tickets cannot be reimbursed, unless duly justified and approved by Kora.** Participants are asked to follow Kora's travel costs reimbursement procedure explained during the activity and send all the travel docs within one month after the project's end. **All tickets in paper form should be sent in digital form per email (photo).** Kora will reimburse the costs once all the required docs are made available. **Again, in case of doubt, contact Kora before booking the tickets. Kora is not responsible for tickets not complying with the rules mentioned above and purchased without prior consultation.**





**WE LOOK FORWARD  
MEETING YOU!**



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