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| **Project information** | | |
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| **CALL FOR PROPOSALS** | 1st |
| **Priority:** | 2 Social and economic development |
| **Specific objective:** | 2.1 Improving equal access to inclusive and quality services in education, training and lifelong learning through developing accessible infrastructure, including by fostering resilience for distance and on-line education and training |
| **Jems Code:** | RORS00106 |
| **Project title:** | **Digital U2 – Design yoUr fUture career in challenging times** |
| **Acronym:** | Digital U2 |
| **Duration[[1]](#footnote-1):** | 24.12.2024 – 23.06.2026 (18 months) |
| **Interreg IPA**  **contracted funds:** | **€ 399.568,20** |
| **TOTAL contracted funds:** | **€ 470.080,25** |
| **Absorption rate (%)[[2]](#footnote-2):** | **%** (The rate will be updated after the final project report is approved.) |
| **Project overall objective(s):** | The overall objective of the project is improving the quality of teaching and motivating the desire for scientific research for 60 high school teachers and developing digital and marketing skills for 160 youngsters with ages between 16-24 years, especially vulnerable groups (young people not employed, with high risk of drop out, from families with a poor budget, with one parent, from socio-economically disadvantaged communities, from rural areas) by creating the DIGITAL U2 COMMUNITY. |
| **Short description:** | At the heart of the project is the creation of the **DIGITAL U2 COMMUNITY**, which will support employment opportunities in rural areas within the Timis-Vrsac cross-border region. The initiative promotes professional development through tailored activities that align with market trends, vocational training in digital and marketing skills, and awareness-raising on the importance of soft skills. The goal is to encourage young people to remain in their home communities, establish businesses, and build their futures locally.  A key innovation in the project is the **use of neuromarketing equipment**, which will contribute to advancing educational teaching and research in Eastern Europe, delivering long-term regional impact.  **Main project outcomes:**   * **50 high school teachers** will enhance their IT and academic writing skills through two training sessions. * **80 young people** will develop IT skills, improving their employability. * **30 young people** will gain expertise in e-commerce and digital marketing. * **50 young people** will be trained in digital marketing techniques.   By fostering digital and entrepreneurial skills, the project helps bridge the gap between education and employment, ensuring that young people—particularly those from disadvantaged backgrounds—have the tools to succeed in the modern job market. |
| **Concrete results achieved by the project:** | (The results will be updated after the final project report is approved.) |

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|  | **NAME** | **COUNTRY** | **COUNTY/DISTRICT** | **BUDGET (EURO)** | **CONTACT DETAILS** |
| **LEAD PARTNER:** | “Politehnica” University Timisoara | Romania | Timis | 336.054,60 | 2 Victoriei square, Timisoara  e-mail: [sabina.potra@upt.ro](mailto:sabina.potra@upt.ro) |
| **PARTNER 2:** | School Center “Nikola Tesla”, Vrsac | Serbia | South Banat | 75.406,91 | 40-44 Sterijina Street, Vrsac  e-mail: [velimir.radlovacki@gmail.com](mailto:velimir.radlovacki@gmail.com) |
| **PARTNER 3:** | “Ion I.C. Bratianu” Technological Highschool | Romania | Timis | 58.618,74 | 2 I. Huniade Square, Timisoara  e-mail: [viobaesu@yahoo.com](mailto:viobaesu@yahoo.com) |

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1. the implementation period (including extensions) [↑](#footnote-ref-1)
2. total funds spent/total funds contracted \*100 [↑](#footnote-ref-2)