Erasmus+ Youth Exchange “Communicate to Capitalize” – From Ideas to Effective Communication!

From 24 August to 2 September 2026, Rijeka hosted the international youth exchange “Communicate to Capitalize”, organised by the Institute of Youth Power (IYP Croatia) in cooperation with partner organisations from Türkiye, Bulgaria and Portugal, with the support of the European Union through the Erasmus+ programme.

The project brought together 24 young people aged 18 to 24 and four group leaders from Croatia, Türkiye, Bulgaria and Portugal. Special attention was given to the inclusion of young people with fewer opportunities: half of the participants came from different social, economic, educational and geographical backgrounds that may create barriers to accessing international learning opportunities and professional development.

The main aim of the project was to empower young people to communicate more effectively in professional and everyday settings, develop an entrepreneurial mindset and make better use of digital tools. In today’s world, having a good idea is not enough – young people also need to know how to present it, explain it, promote it and turn it into a real opportunity.

During the six-day programme, participants took part in a range of interactive workshops and practical challenges based on non-formal education methods. Highlights included “The Human Connection”, focused on getting to know one another and building professional connections; “Body Language Bootcamp”, where participants explored the importance of body language and non-verbal communication; and “Elevator Pitch Marathon”, which helped them learn how to present an idea clearly, convincingly and engagingly in just one minute.

An important part of the programme focused on digital competences. Through the workshops “Digital Independence & Safety” and “Social Media Voice Lab”, participants explored how to use digital tools responsibly, develop their professional identity on social media, create quality content and protect their digital presence.

Negotiation and teamwork also played an important role. By applying the Harvard Method of Negotiation, participants learned how to find common ground, communicate more effectively in challenging situations and build cooperation that benefits all sides. The programme culminated in “Simulated Marketplace” and “Shark Tank Finale”, where international teams presented their own business ideas and tried to convince others of their value.

Alongside gaining new knowledge and practical skills, the exchange gave participants the opportunity to discover different cultures, build international friendships and share experiences. Working in international teams encouraged them to step outside their comfort zones, take initiative and build self-confidence. An important part of the experience was recognising their own potential and understanding that a good idea, combined with effective communication, cooperation and persistence, can become a real opportunity.

For many participants, the project was much more than an international trip. It was an opportunity to recognise their abilities, learn how to present them to others and gain additional motivation for their future educational and professional steps.

“Communicate to Capitalize” does not end with participants returning to their home countries. They will continue sharing the knowledge and experience gained through local activities, workshops and conversations with other young people. The project also envisages the development of an educational booklet, a social media campaign and an official project video.

The project was implemented in cooperation with Sinop Gençlik ve Spor İl Müdürlüğü (Türkiye), OTNOVO Foundation (Bulgaria) and Voices of Innovation (Portugal).

The Institute of Youth Power continues to implement international activities that give young people opportunities for personal and professional development, acquiring new competences and actively participating in European society.

About the project

Project title	Communicate to Capitalize
Programme	Erasmus+ – KA152-YOU (Youth Exchanges)
Venue	Rijeka, Croatia
Dates	26 August–2 September 2026
Participants	24 young people (aged 18–24) and 4 group leaders
Partner countries	Croatia, Türkiye, Bulgaria and Portugal
Coordinator	Institute of Youth Power (IYP Croatia)
Website	https://iyp-croatia.com/

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