

**Relationship number:** RLT231332

**Period of Exchange:** From 16.04 to 17.07.2023 (3 months)

**Brief introduction (max. 1000 characters):**

*Antonio and Halyna decided to experiment new approaches in term of usage of communication strategy, social media channels and online communication tools, in a context such is L'Arca del Blues, consolidated in 10 years of work that at the same time risks to become rigid and not open to new approaches and changes. So one side benefitted of a new approach, the other one from experience and know-how.*

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**Activities undertaken (max. 1000 characters):**

*Starting from a period of mutual getting to know and sharing of ground knowledge, the working path was based on the OKR approach with the purpose to reach the defined goals from both sides. In short together the entrepreneurs reviewed the whole communication strategy of the organization from pure paperwork side to concrete implementation, passing from legislation Relationships and communication with partners to reporting.*

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**Benefits achieved (max. 1000 characters):**

*Halyna and Antonio will stay in touch and keep working on what started in the last months, developing the new communication strategy started. Both sides benefitted of new competences, theoretical and practical ones.*

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**New Entrepreneur:**

Name & surname: Halyna Nazarevych

Country: Ukraine

Age: 30

Status: *Would-be entrepreneur/Start-up*

Sector: New Media

Name of business: --

Website:--

**Host Entrepreneur:**

Name & surname: Antonio Greco

Country: IT

Age: 34

Experience (years): 10

Sector: Education, Arts and Music

Name of business: *L'Arca del Blues*

Website: <https://www.arcadelblues.it>

**Quotation regarding the experience:**

**NE** (max. 300 characters): “trying and re-trying, consistency will pay out at the end.” **Halyna Nazarevych**, *New Entrepreneur*

**HE** (max. 300 characters): “Everything changes, improves, adjusts, faster and faster, we have to be able to catch the change and be part of it *Antonio Greco*, *Host Entrepreneur*”

**For further information about the exchange:**

- NIO/HIO, \_\_\_\_, \_\_\_\_: \_\_\_\_
- HIO/NIO, Instituto Tecnológico de Canarias, [eye@itccanarias.org](mailto:eye@itccanarias.org)

**For information on the programme and details on how to enroll visit:**  
[www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)