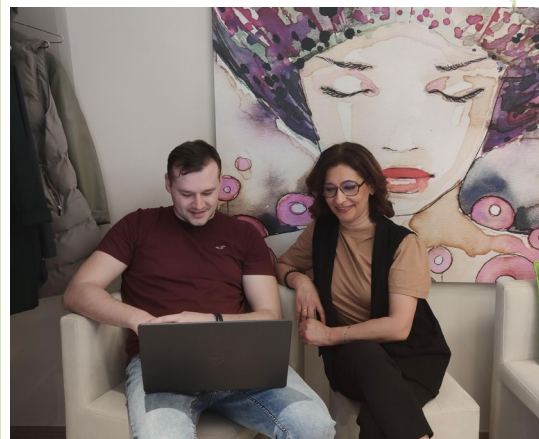


Relationship number: RLT 238326

Period of Exchange: From 01/04/2024 to 30/09/24 (6 months)

Brief introduction (max. 1000 characters):

The exchange between Domenica Colucci, an Italian Host Entrepreneur (HE), and Matej Jurkáček, a Slovak New Entrepreneur (NE), was facilitated through the EYE program. Their collaboration focused on enhancing social media marketing strategies, cross-cultural communication, and engagement within the Italian artisan community. The NE sought hands-on experience to expand social media management skills, while the HE aimed to refine content strategies through data-driven approaches. Together, they leveraged their combined expertise to initiate innovative marketing campaigns and foster international collaborations. The project also explored European opportunities for artisans, setting a foundation for future growth.



Activities undertaken (max. 1000 characters):

The activity plan was structured around social media marketing, with Matej actively involved in defining strategies and creating content, while Domenica provided mentorship and guidance. The NE participated in networking events organized by the artisan association, connecting with local stakeholders and gaining insights into the HE's business model. They worked together on launching innovative social media campaigns, focusing on data-driven approaches and cross-cultural communication. The project also extended beyond regional boundaries, as they explored opportunities within the European artisan sector, enriching the NE's business skills and expanding the HE's strategic involvement.

New Entrepreneur:

Name & surname: Matej Jurkáček
Country: Slovakia
Age: 30
Status: Would-be entrepreneur
Sector: Advertising

Host Entrepreneur:

Name & surname: Domenica Colucci
Country: Italy
Age: 56
Experience (years): 11
Sector: Health, beauty and social services
Name of business: Zarina Moda Capelli

Benefits achieved (max. 1000 characters):

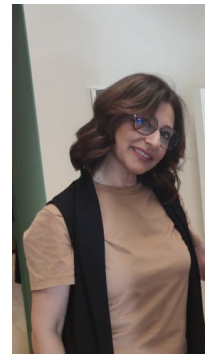
The collaboration brought significant benefits to both Domenica and Matej. Matej gained hands-on experience in social media marketing, learned to apply cross-cultural communication strategies, and expanded his professional network within the Italian artisan community. His involvement enhanced his understanding of content creation and data-driven decision-making. Domenica, in turn, benefited from fresh perspectives on social media strategies and strengthened her engagement with local and European artisan networks. The partnership fostered a dynamic environment of shared learning, laying the groundwork for future international collaborations and innovative approaches in marketing.

Quotation regarding the experience:



“The experience not only expanded my social media skills but also provided invaluable insights into cross-cultural collaboration and international networking.”

Matej Jurkáček, New Entrepreneur



“This exchange has allowed us to combine creativity and strategic thinking, driving impactful social media initiatives together.”

Domenica Colucci, Host Entrepreneur

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO,

For information on the programme and details on how to enroll visit:
www.erasmus-entrepreneurs.eu