



– The future of neuromarketing

## Who we are?

I'M NEW project is a European initiative, financed by the Erasmus+ programme of the European Union, which brings together organisations from 4 different EU countries:

- VR Marketing from Portugal
- ASEID from Spain
- Eurospeak Ltd. From Ireland
- SEN from Lithuania

## Expected results

1. Innovation in marketing-online course – expected to be delivered on December 2023
2. Manual of NFE activities on the topic of innovation in marketing – expected to be delivered on December 2023

## What are we aiming for?

I'M NEW seeks to give youth workers and NEETs access to high-quality educational materials on the subject of digital, neuro, and nano marketing so they can gain the necessary skills for emerging occupations on the market today and combat rising youth unemployment.

- Supply youth workers with instructional materials about marketing innovation
- Guarantee the increase in skills and competencies of NEETs
- Reduce the labor market mismatch by educating young people
- Inspire youth to keep improving themselves

## Partner Meeting in Portugal

During the first week of July, the partner organisations had the chance to meet in Portugal for the kick-off meeting hosted by the project's coordinator – VR Marketing. Partners defined all upcoming activities and responsibilities and laid the basis for the project's successful implementation.