

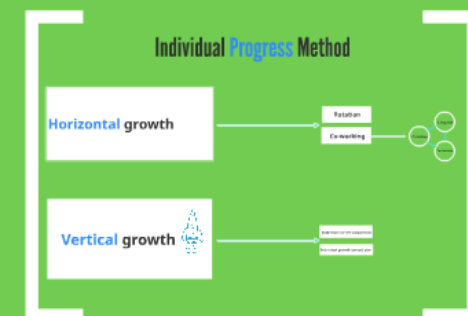


Welcome to the Republic of Belarus

The **global** impact



**Sustainable Development Goal №4 (Target 4.4)**



# The Project "PlacesToGo"



The **new** educational  
concept

# Definition:



*The Project "PlacesToGo" is a training and educational **start-up** in a form of a **business incubator** with the purpose of creating **web**-products for a specific customer. The project develops competences and skills and is multiple goal-oriented.*

# The Project Objectives

## **ICT4D Goals:**

***No4 Capacity Building***

***No8 Cultural Diversity and Local Content***

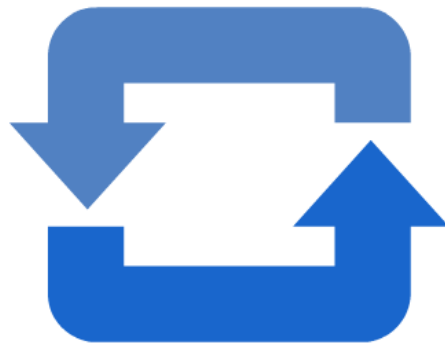
## **Sustained Development Goals:**

***No4 Quality Education***

***No9 Innovation***

***No17 Partnership for Goals***

# ***The algorithm (Scheme)***



## Sustainable Development Goal №17

National Tourism Agency



The **coordinator**  
Natalia Ovsyanko

Customer with order

*The **students** of the Academy of Public Administration under the Aegis of the President of the Republic of Belarus.*



Selected students

1. High technical skills
2. High linguistic skills
3. Most creative

*The method of co-working and hackathon*



Group formation:  
1. Technician  
2. Linguist  
3. Creative team member

Technical Task  
Language Task  
Presentation Task

The **coordinator**  
The **author**

SDG №4 (Target 4.7)

To create a web-resource about Belarus for **foreign visitors**



*The **students** of the Academy of  
Public Administration under the  
Aegis of the President of the  
Republic of Belarus.*





# The coordinator

## Natalia Ovsyanko

# National Tourism Agency



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**Customer with  
order**



# ***Sustainable Development Goal №17***

National Tourism  
Agency



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2. High linguistic skills



3. Most creative




# ***The method of co-working and hackathon***




# Group formation:

1. Technician
2. Linguist
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Technical Task  
Language Task  
Presentation Task



ber

**The coordinator**

**The author**

Idea Pitching workshop -  
self-presentation, etc.



Technical Workshop  
(Computer codes, etc.)



Language workshop  
(stylistics, specialized  
terminology,  
translation techniques)



Corporative ethics

Activities: - teambuilding  
- teamworking



## Group formation:

1. Technician
2. Linguist
3. Creative team member

# Idea Pitching workshop - **self**-presentation, etc.



# Technical Workshop (Computer codes, etc.)



# **Language workshop (stylistics, specialized terminology, translation techniques)**



# Corporative ethics

Activities: - teambuilding  
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Customer with  
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SDG №4 (Target 4.7)

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SDG №4 (Target 4.7)

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# *Activities*



# Sustainable Development Goal №4 (Target 4.4)



# **Content Search Inspiration Search**



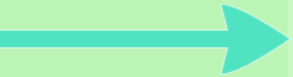
# Touristic tours around the country

The **goal**: emotionally -  
appealing moment.



# Students - journalist

Essays, photo, video



# Brainstorming





# Market analysis



# Target audience

**Marketing**  
**strategy: "Always**  
**know your**  
**customer"**

# Sustainable Development Goal №4 (Target 4.4)



# Individual **Progress** Method

**Horizontal growth**



Rotation

Co-working

Creative

Linguist

Technician

**Vertical growth**



Acquirement of new competences

Individual growth (career) plan

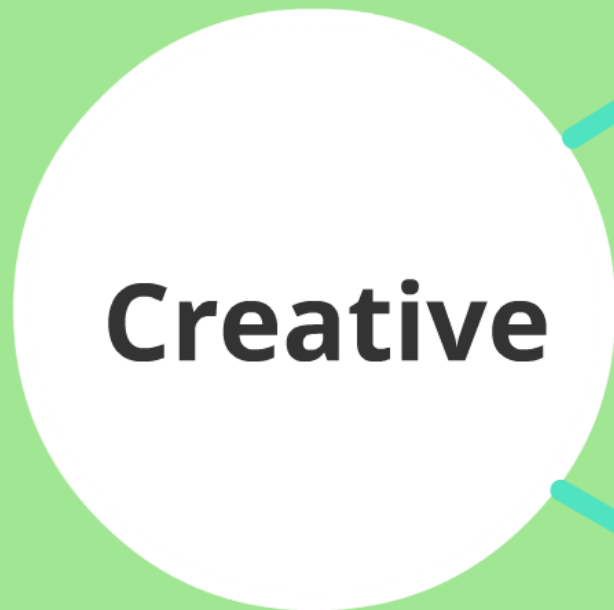
# Horizontal growth



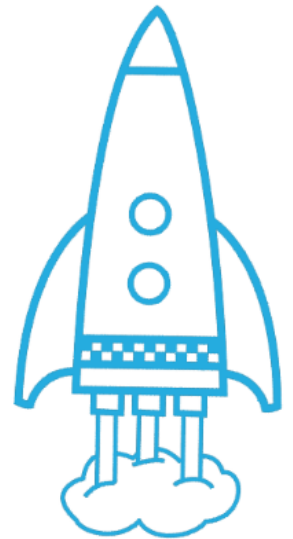
# Rotation

# Co-working





# Vertical growth



**Acquirement of new competences**

**Individual growth (career) plan**



# **Acquirement of new competences**

**Individual growth (career) plan**

# Individual **Progress** Method

**Horizontal growth**



Rotation

Co-working



**Vertical growth**



Acquirement of new competences

Individual growth (career) plan

# Sustainable Development Goal №4 (Target 4.4)

## Individual Progress Method

Horizontal growth



Rotation

Co-working

Creative

Linguae

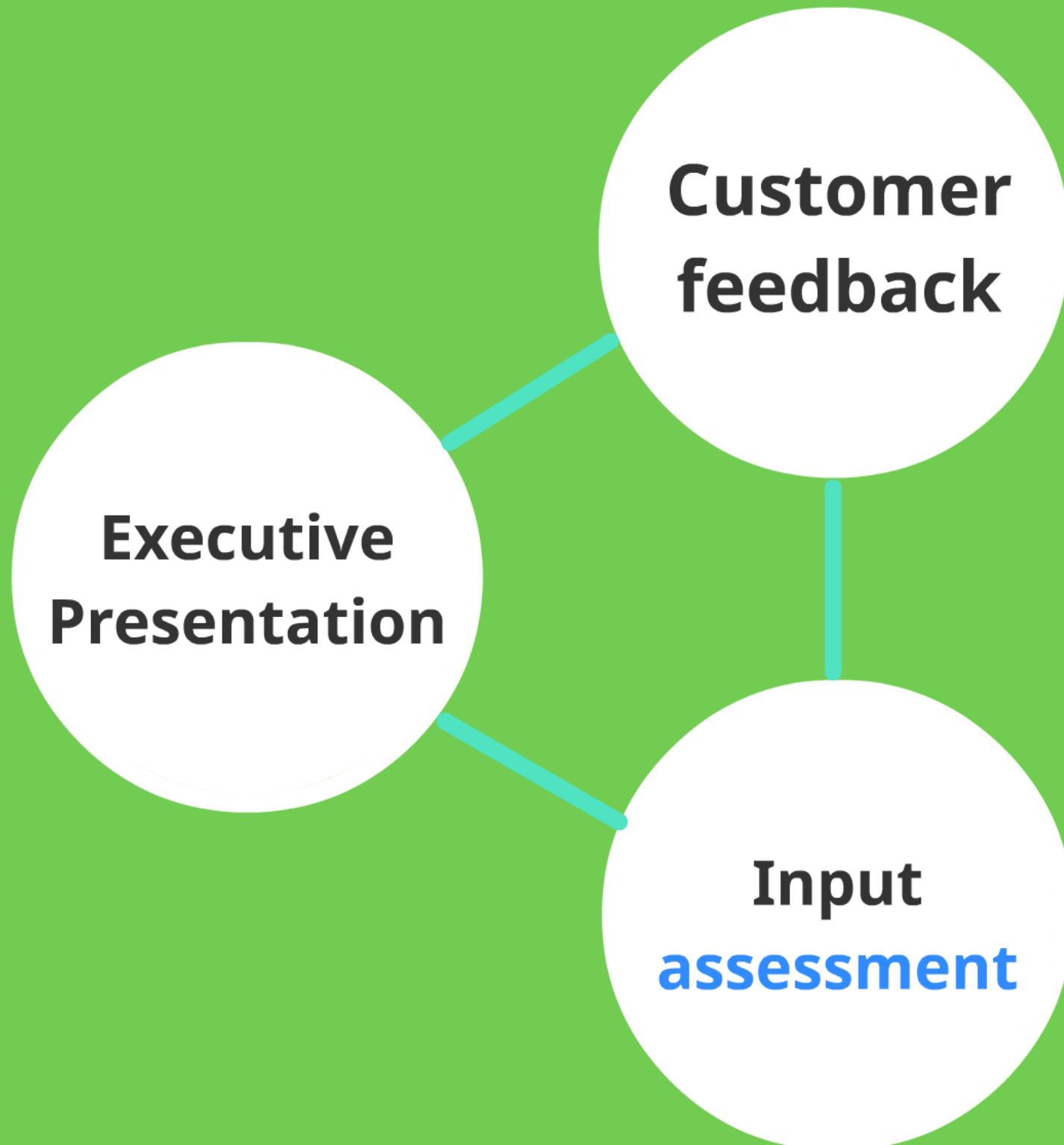
Industriae

Vertical growth



Acquisition of new competences

Individual growth (career) plan



# The **global** impact



## Sustainable Development Goal #9

- **search for National Identity**
- **revival** of interests in roots and cultural legacy
- **stimulation** of regional tourism
- **promotion** of the Republic of Belarus **globally**

**Welcome to the Republic  
of Belarus**