

Discover your value proposition and connect with the world

Unique people for a better life & world

*Announcement - Online Course
October 2022*



KitCo

EDUCATION OF BEING FOR A BETTER LIFE & WORLD



GOBIERNO
DE ESPAÑA

MINISTERIO
DE DERECHOS SOCIALES
Y AGENDA 2030

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1. Who we are

beUnicoos and KitCo are two educational projects that aim to empower young people to believe in themselves, to fight and be determined to achieve their goals, taking into account their values and needs to create a better world.



beUnicoos is an educational platform that has a target audience of young people from 14 to 28 years old.

It has recently been awarded the prize for the best positive online content for young people and the Best Online Educational Platform - Spain prize. Chosen by Google as the channel in Spain with the greatest social impact.

One of its founders, David Calle, was nominated among the 10 best teachers in the world in the Global Teacher Prize 2017. As well as recognized by Forbes as one of the 100 most creative people in the world.

Unicoos youtube channel has more than 200 million views. The <https://www.beunicoos.com/> website receives more than 1 million visits per month.

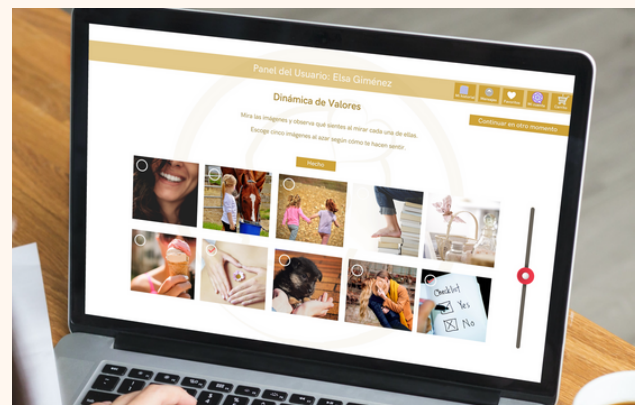


KitCo is a project based on the gamification of the education of the being, for a better mental health and well-being, contributing to create a better world.

KitCo develops resources, such as physical and digital games based on the education of the being: self knowledge, talent management, emotional management, effective and assertive communication, values, etc.

It started its activity at the end of 2020, today, more than 27,000 persons are currently using KitCo's resources and methodology.

KitCo's audience is both young people and personal development professionals: teachers, counselors, coaches, psychologists, etc.



2. Program

First Phase

Self-knowledge & Empowerment

Talents
Emotions
Values

You will discover who you are and what you want and need to be happy.

In the process of self-knowledge you will know what your talents and strengths are. You will create your value proposition. As well as you will become aware of your values, and will learn about emotional management. For a better life giving the best of yourself.

DISCOVER WHO YOU ARE AND WHAT YOU WANT

Second Phase

Sustainable Development Goals & Innovation

Innovation
Better World

You will learn to develop your full potential thinking big, connecting with the world through the sustainable development goals.

You will discover and understand the 17 global needs established by the UN to make a better and more sustainable world.

You will learn to use tools to think creatively and innovate cooperatively designing a project to develop your value proposition in connection with the SDGs.

FIND YOUR WAY CONNECTING WITH THE WORLD

Third Phase

Life Purpose & action plan

Ikigai
Purpose
Vocation

You will learn to ask yourself questions to think and find the meaning of your life, your purpose, your reason for being, your ikigai.

You will design an action plan to change, grow or reinvent yourself professionally, at the service of the common good of society. Likewise, you will work with tools to present and communicate your projects effectively and inspiringly.

Potential

BELIEVE IT TO CREATE IT



**At the end of the process
you will become the best version of
yourself**

SELF- KNOWLEDGE

TALENTS

In an environment of constant change and evolution, self-knowledge process is considered more necessary than ever: knowing your value proposition will allow you to better adapt to changes and make decisions that lead to a more motivating and fulfilling life.

Through KitCo online games, you will discover your **most innate talents**, as the unique person you are, as well as your **strengths** to **create your value proposition**.

You will analyze the differences between how you **perceive yourself** and **how others perceive you**. You will discover the **level of development of your soft skills**, which will help you to know where to focus on your **improvement and personal growth**.

EMOTIONS

You will learn what emotions are and what they are for. **You will improve your emotional intelligence** and learn to recognize emotions in yourself and in others. Just as you will discover **tools to manage your emotions and make decisions that help you grow as a person**.

VALUES

You will discover your **genuine values**, those that are important in your life that make you feel that inner peace. **Keeping your values in mind will make you feel in coherence with your essence and make decisions that satisfy you**. Likewise, you will be guided to discover limiting beliefs, those that were instilled in your life and in some ways are weighing you down and limiting you from achieving your goals.

SUSTAINABLE DEVELOPMENT GOALS

SDG

The course will give you resources to think big and identify opportunities for innovation and transformation in line with some of the sustainable development goals, ODS.

For this you will discover the importance of the 17 needs for a better world, the SDGs established by the UN.

Based on previous process of self - knowledge and connection with the SDGs of each person, groups will be created to work cooperatively on the definition of a SDG project to be carried out.



DESIGN THINKING

We will give you tools to come up with innovative projects. Tools to think big in a collaborative group.

COMMUNICATION

You will learn how to communicate in an inspiring way. We will teach you how to make a good presentation and talk.

All groups will present their idea or project and a jury will select the three winning projects or ideas. The jury will be made up of professionals from different sectors.

LIFE PURPOSE

MINDFULNESS



We will help you explore your bodily dimension through breathing, stretching and relaxation exercises to cultivate serenity, balance, and sobriety, developing deep and lasting well-being. Techniques that you can use by yourself when you need them.

PROFESSIONAL PARADIGM



In this paradigm of constant change and technological and social evolution, you will have tools and strategies to reinvent yourself and adapt to new labor market of the Knowledge Age.

Likewise, you will learn the necessary keys to start your own professional project.

IKIGAI



You will learn techniques to be awake in life and begin to reflect to discover your ikigai, your purpose, your what for, your reason for being. The objective will not be to discover it, that will come when you least expect it, the objective will be your process of self-knowledge.

We will give you resources to answer questions such as: what are you good at?, what are you passionate about?, what can you be paid for?, what is missing in the world?, and, what can your contribution be?

You will have the possibility of discovering your vocation, so that you gain in self-esteem and confidence to overcome the fear of being yourself and do what you love.

OBJECTIVE & ACTION PLAN



After the analysis and reflection of the full course content, you will work on your own objective and will be guided to draw up your action plan.



**At the end of the process
you will feel you can add
value to create a better world**

3. Schedule

Mode: 100% Online Hours: 20 hours Year: 2022

Phase 1: Self-knowledge. September 30th , October 1st and 2nd.

Phase 2: Sustainable Development Goals. October 7th, 8th and 9th.

Phase 3: Projects Presentation & Action Plan - Life Purpose. October 21st and 22nd.

Friday to Sunday. Two groups will be made to best suit your schedule. Hours:

Group 1

Fridays: 3:15 pm to 5:45 pm

Saturdays and Sundays: 9 am to 11:30 am

Group 2

Fridays: 5:45 pm to 8:15 pm

Saturdays and Sundays: 11:30 am to 2 pm

4. Target audiences

Young people from 18 to 28 years

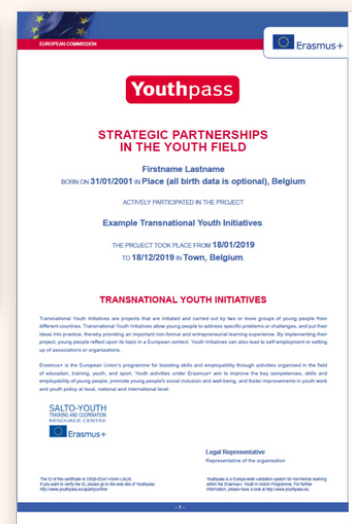
Young people who want to discover themselves as unique people, want to know who they are and what they want, what they need to be happy, etc.

Young people who want to discover their value proposition with a clear purpose. Contributing to a better world.

5. Certification

A certificate will be awarded with beUnicoos and KitCo to show you have successfully completed a course of **Self - knowledge and SDG for a better world**.

Also you will be awarded with the **Youthpass Certificate** from the European Commission and the European Solidarity Corps.





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**Join beKitCoo
community!**

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