

UNESCO's Academy of Young Women 2017

Newsletter

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The third module: PR and Organizational Communication



Violence against women has far-reaching physical, psychological and emotional consequences. Developing cultural competences results in an ability to understand, communicate, and effectively interact with people across cultures, as to fight against xenophobia, extremism and aggression.



The PR and Organizational Communication workshop within UNESCO's Academy of Young Women, designed by experts Laura Petrache and Yannick Le Guern, founders of B1 – AKT – Leading Sustainable Strategies & Paragon Communication, presented successful communication strategies, promising interventions as well as emerging research that can potentially be applied in global settings, in relation to preventing types of violence against women.

The third module: PR and Organizational Communication



The workshop was designed for people who aspire to establish positive communication with diverse group of stakeholders, by our 2 experts and founders of B1-AKT – Leading Sustainable Strategies and Paragon Communication: Laura Petrache and Yannick Le Guern.

Who are our third module trainers?



Yannick Le Guern- With 16 years of professional experience in the field of Strategic management, organization and complex project steering, he is actively involved in global sustainability, public policy implementation and politics. Yannick offers an example of today's global sustainable leader & change maker: internationally experienced with the ability to turn experience into value-creating opportunities that serve both his organizations and the world.

Laura Petrache - Founder of Migrant Sustainable Integration Lab & Director of AKT AS 1 – Leading Intercultural Training Institute is a perfect example of a Global Sustainable Leader, a visionary Entrepreneur & Change Maker: her life and background are international, her sharp and agile thinking is able to adapt both “in” and “out of the box” thinking. She also strongly believes that creativity drives innovation, innovation drives entrepreneurship, and entrepreneurship drives sustained economic growth.

The third module discussions focused on:

- ✓ What are the specific postures, behaviors, tips in order to communicate, conduct projects and become a global sustainable leader when you are a woman?
- ✓ How can youth participation channels become accessible to all?
- ✓ How can we become a Global Sustainable Leader?



- ✓ How to contribute to the evolution of our society and world?
- ✓ What are today's generational issues and expectations for X, Y, Z and Millennials?
- ✓ How can we Build Sustainable communities?
- ✓ How can we Act as Global Citizen?



Although the Academy's focus is on young people and the impact they can have on the world, Yannick and Laura also spoke about inter-generational issues and how one might define the generation they are a part of, as change and attitude-building should be life-long in nature and occur across age groups.



The module then moved on to discussing youth issues at European level, placing particular emphasis on youth inclusion and engagement. Some of the solutions proposed by the participants include intercultural communication programs, the use of social media platforms and higher implication in local communities. During the discussions, participants agreed that programs and information-sharing among engaged youngsters is insufficient, and that we must take information further to impact and implementation level, where monitoring and quantification of results are the key.





To this end, Laura and Yannick introduced participants to leadership and the actions needed to get there, inspiring them to take their aspirations further and act now.



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