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# PLACEYOUR



## International Virtual Exchange Series

We are pleased to announce that, starting on 4 February 2026, the PlaceYour Academy Lab programme will launch a series of International Virtual Exchanges, a key component of the programme's international and virtual dimension.

This webinar series strengthens the learning outcomes of participants in the local academies by providing an international perspective that broadens their understanding of shared challenges and emerging opportunities across different territories. By connecting with peers and teams from other countries, participants can compare approaches, exchange good practices, and enrich their ongoing work with ideas, methods, and real-life experiences from both European and Latin American contexts.

This transnational pillar enhances the local training experience through digital tools, cross-country collaboration, and a shared learning platform, enabling meaningful connections and real-time knowledge exchange across regions.

## How the International Virtual Exchange works?

- **Present national progress** and the key takeaways emerging from their local work, highlighting challenges, insights, and solutions developed within each Academy Lab.
- **Engage in peer-to-peer international learning**, exchanging tools, ideas, and practical approaches, while comparing how place branding and circular tourism can be adapted to different destinations and realities.
- **Participate in collective reflection and dialogue**, strengthening critical thinking and helping participants refine their strategies through constructive feedback from international peers.
- **Network and build transnational connections**, creating opportunities for future collaboration between teams, youth professionals, and stakeholders across Europe and Latin America.
- **Gain an international perspective** that enriches local learning, allowing participants to broaden their vision, discover new angles, and bring fresh inspiration back to their local projects and communities.



## Upcoming Dates

Please save the dates for the upcoming sessions:

### ***Cross-Country Exchange: National Presentations & Collaboration Sprint***

- 4 February 2026

### ***Storytelling & Narrative Design of the PlaceYour destinations***

- 18 February 2026

### ***Circular Place Branding & Responsible Communication Strategies for the PlaceYour destinations***

- 27 February 2026

### ***Implementing the Place Branding Strategies for the PlaceYour destinations***

- 6 March 2026

