

Press Release

Asylum Migration and Integration Fund Project
№ 101086809 Supporting language learning of migrant children and young adults
through language buddies (Language Buddy)

The Language Buddy project has successfully concluded Task 3.1: "Establishment of the Language Buddy System in HEIs" under Work Package 3: "Establishment of the Language Buddy System in HEIs".

Under the coordination of Advenio eAcademy, the Work Package 3 Leader, the Language Buddy system has been presented into HEIs' existing structures to support students with internship and volunteer opportunities. To promote this initiative, the University of National and World Economy (UNWE) organized **multiple launch events across Bulgaria**. These included in-person sessions at key universities and online events to ensure broad accessibility.

The initiative was launched on November 13, 2024, at the American University in Bulgaria, Blagoevgrad. Subsequent events were held at Sofia University St. Kliment Ohridski, the University of National and World Economy (UNWE), and online via the Distance Learning Centre at UNWE in Haskovo, Bulgaria. Events at UNWE were supported by Multi Kulti representatives - NGO key partner and attracted over 100 stakeholders.



(Moments of the Language Buddy Project at University of National and World Economy, Sofia, Bulgaria)



The events aimed to:

- Introduce the Language Buddy project.
- Present opportunities for students to participate in the mentorship program.
- Facilitate discussions on the implementation of the initiative.
- Foster collaboration between HEI representatives, students, and community stakeholders to promote language learning as a tool for integration.

The events attracted **over 170 participants**, including students, public authorities, academic representatives, and community members. Attendees actively engaged in discussions, shared their experiences, and expressed strong commitment to the project's objectives.



(Moments of the Language Buddy Launch Event at Sofia University St. Kliment Ohridsky, Sofia, Bulgaria)

Key topics covered during the events included:

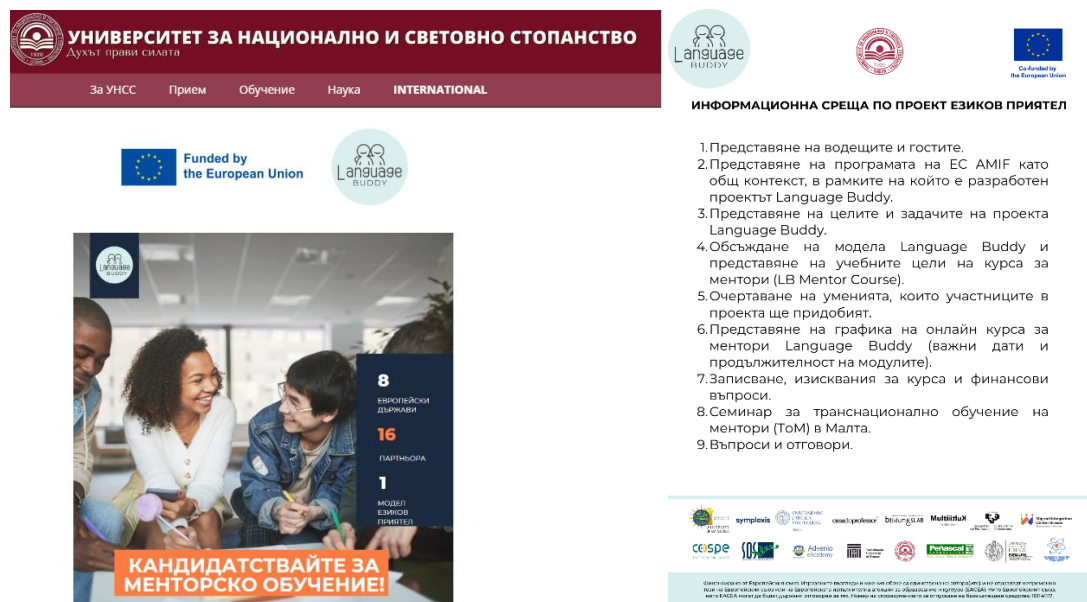
- An overview of the European Commission's Asylum, Migration and Integration Fund, which funds the Language Buddy project.
- Introduction to the project's goals and objectives.
- The skills and benefits that participants could gain.
- Registration for the online Language Buddy Mentor Course.
- Opportunities to join the mentorship program.

At the Haskovo event, the **project's relevance** was emphasized due to the significant migrant community in the town and the nearby refugee center, which hosts many children and young people.

Students from Sofia University St. Kliment Ohridski found the potential experience of participating in such a project meaningful. They shared **insights** from a similar initiative focused on refugee

integration through sports camps, where they formed friendships and gained experience in informal educational practices.

The events were preceded by a **media campaign** through UNWE's official channels, alongside personal invitations and an agenda sent to departments and faculty heads.



The screenshot shows a banner for the University of National and World Economy (UNWE) with the text "УНИВЕРСИТЕТ ЗА НАЦИОНАЛНО И СВЕТОВНО СТОПАНСТВО" and "Духът прави силата". Below the banner are logos for the European Union, Language Buddy, and UNWE. The main content is a promotional image with the text "КАНДИДАТСТВАЙТЕ ЗА МЕНТОРСКО ОБУЧЕНИЕ!" and a list of statistics: 8 EUROPEAN COUNTRIES, 16 PARTNERS, and 1 LANGUAGE BUDDY MODEL. To the right is a 9-point agenda for the information meeting, including presentations, program details, and a seminar in Malta.

(Part of the online campaign in Bulgaria and Launch meeting agenda)

Each event provided **pre-event materials and post-event follow-ups** through emails and presentations. Key promotional outputs included:

- Roll-up banners and brochures to increase visibility.
- An active social media campaign.
- Calls for participant recruitment to enhance engagement.

The successful completion of these launch events marks a significant step in integrating the Language Buddy system within HEIs, fostering greater student involvement and support for young migrant language learners. Moving forward, the project team remains committed to expanding its outreach and strengthening collaborations to maximize its impact across academic and community settings.

Contact details:

To learn more about the Buddy Language Project, its partnership, objectives, and the main expected results, please, visit the projects website at: <https://www.languagebuddy.eu/>.