

# Beasily UG

## *Erasmus+ Partner Identification Form*

### Part A: Organisational Information

Partner Organisation Name:	Beasily UG
Acronym:	UG
Type of organisation	NGO/youth organisation etc
OID / PIC Number:	E10321886
Legal Representative:	Name: Matthias Postel Position: Director Email: matthias@beasily.com Phone: +49 179 539 7077
Contact Person / Project Coordinator:	Name: Oliver Clubb Position: Managing Director Email: ollie@beasily.com Phone: +49 179 539 7077
Legal address	Weidenallee 10c 20357, Hamburg Deutschland
Website	www.beasily.com
Number of Staff and/or Volunteers:	2 Directors , 6 Freelancers
Year of Establishment	2012, Incorporated in Hamburg in October 2021
Fields of Work / Main Areas of Activity:	Education of European Youthworkers, Youthwork in Music, Theater and Arts

## Part B: Beasily - Our Organisation

BeASILY UG (Haftungsbeschränkt) is a creative organization founded in Germany in 2012, operating nationally and internationally to realize a range of music, theatre, and creative engagement projects. Our core mission is to inspire, empower, and enable artists (young and old) to be themselves and find pathways for creative expression and proactive social action. We strive to promote civic engagement, responsible citizenship, and creative social entrepreneurship through dynamic non-formal education methodologies.

The organization has developed and grown through collaborations since 2012, focusing initially on music and arts activities for young people, such as the BeatBus mobile teaching service and the "Singlish" program for language learning through song. Today, BeASILY specializes in running Erasmus+ projects (such as "StageCraft" and "Finding Your Voice") that integrate arts-based methods, creativity, and performance techniques into youth work practice. The goal is to evolve youth work by using creative tools to explore social issues, culture, and language, making both formal and informal learning engaging.

As a young-adult led organization, BeASILY is supported by an experienced team of creative practitioners, youth workers, and international trainers. Our primary target group is young people aged 18-25 resident in Germany, whether in or out of education and employment, alongside the professionals and artists who work creatively with them. We aim to strengthen the capacities of our network, embracing our belief in the power of music, drama, and creativity to produce positive social and cultural change.

## Activities and Experience

Founded in Germany in 2012, BeASILY UG uses music, theatre, and creative projects to foster social action and strengthen youth work. We empower artists and youth workers through non-formal education to promote civic engagement and social entrepreneurship, emphasizing collaboration and youth-focused educational programs. Our extensive experience in arts-based youth work, honed through international collaborations and European mobility projects, consistently uses creative expression for professional development and social engagement, inspiring young people and artists towards positive social action and civic involvement.

## European Projects

BeASILY develops and coordinates training courses for youth workers (KA153-YOU) that integrate arts-based methods, communication skills, and thematic exploration, often focusing on applying creative tools to explore cultures, language, and social issues.

- StageCraft (BE-SC-DE-23): Delivered in Germany (November 2023), this project was the fourth iteration of a successful training format aimed at mastering advanced communication, presentation, and facilitation skills for youth workers. It combines methodologies from theatre, comedy, storytelling, psychology, sociology, and creative community work to enhance engagement and effectiveness.
- Finding Your Voice (BE-FYV-DE-25): This training course focuses on harnessing the transformative potential of singing and vocal expression as a platform to foster personal development, youth participation, and social advocacy. Participants explore circle singing, vocal awareness, and protest songs, culminating in a Digital Flash Mob Action to mobilize digital communities for social causes.
- Pathways to Creative Youth Work (P2CYW): This two-mobility training course (Germany and Italy, 2025) seeks to equip youth workers with a variety of creative methodologies to increase the effectiveness of their practice. The framework is structured around adapting Steven Covey's "7 Habits of Highly Effective People" model to support creative youth work.

- Creative Methods in Inclusive Youth Work (2025): A specialist 5-day training course developed for Malta's National Agency, Agenzija Sapport, focusing on training staff members who work with persons with disabilities. The course aims to explore the difference between inclusive youth work and specialist youth work and teach creative methods applicable in both inclusive and specialist settings.

## Key Areas of Expertise

Our core competencies are concentrated in the effective use of creativity and performance arts within youth work and non-formal educational contexts.

BeASILY specializes in integrating Creative Methods in Inclusive Youth Work settings. Our expertise lies in fusing artistic disciplines—including theatre, music, storytelling, and vocal expression—with established youth work frameworks and applied psychological principles (such as NLP), proven effective across all our major projects like StageCraft and Finding Your Voice. This unique fusion is leveraged to enhance advanced communication, presentation, and facilitation skills for youth professionals, enabling them to create dynamic and safe learning environments. A core area of focus is on facilitating youth empowerment, participation, and social advocacy, equipping participants with the skills necessary to translate personal creative expression into proactive civic engagement, including digital activism.

We are committed to quality and inclusion, actively designing programs to reach youth workers supporting marginalized groups and those with fewer opportunities. We utilize participatory methodologies and prioritize peer-to-peer learning and experiential practice to ensure the immediate transferability of creative skills back into local communities, which contributes significantly to the long-term evolution and quality of youth work systems.

## Relevant Initiatives

*Beyond specific Erasmus+ mobility projects, BeASILY maintains a decade-long history of significant local and international creative engagement initiatives:*

- The BeatBus (2012-2015): A three-year mobile music teaching service operated in cooperation with a local Social Services company, serving young people, often those with fewer opportunities. Key activities included drum circles, sound meditations, and "Singlish"—a program teaching English and foreign languages through song.
- Geschwister Gummi Stiftung Collaboration (2012-2017): A long-term partnership in Kulmbach, Germany, involving running various projects for 11–18 year olds, such as career development programs, theater and music workshops, and after-school care focusing on English tutoring.
- Viva La Musica with SALEM Ecuador (2018-2021): Supported the music education program at a community center in Mindo, Ecuador. This collaboration featured the development of "Canta Pajarillo," a multidisciplinary performance project integrating music, singing, and dance, which further informed BeASILY's direction toward performance and creative youth work.

# Skills and Expertise of Key Staff

## Overall Team Competencies

The BeASILY organization is anchored by a diverse network of creative practitioners, qualified youth workers, and highly experienced international trainers, boasting a combined professional practice spanning over 50 years. Our core competency lies in the strategic application of non-formal education methodologies. Specifically, we fuse creative arts (including music, theatre, storytelling, and vocal expression) with applied psychological principles such as Neuro-Linguistic Programming (NLP). This approach is utilized to develop advanced communication, presentation, and facilitation skills for youth professionals (e.g., in the StageCraft format). The team is committed to ensuring program quality by integrating the ETS Youth Work Competence Models and providing support for youth-led provision and creative social action.

## Key Staff Profiles

- Matthias Postel (Matze): As the co-founder and Managing Director, Matthias is a passionate investor in the education of young people. He is also the CEO of [icompetence.de](https://www.icompetence.de) and [galeriepostel.de](https://www.galeriepostel.de), and took the voluntary role of Director when BeASILY UG was officially formed in Hamburg in October 2021.
- Ollie Clubb: As Founder and Managing Director, Ollie is an international community music specialist who brings musical empathy to empower people to co-create meaningful songs. He serves as the CFO and Project Director overseeing Erasmus+ logistics.
- Buzz Bury: A professionally qualified Youth & Community Worker and established international trainer, Buzz sees himself as a 'creative meddler' who utilizes techniques from theatre, comedy, and storytelling to teach advanced engagement and facilitation skills.
- Mafalda Morganti: An experienced international trainer, Mafalda specializes in visual storytelling, theatre techniques including improv, circle singing, and voice work, and is a long-standing member of the original Finding Your Voice training team.
- Steve Gasgarth: A prolific trainer, creative practitioner, and project manager with over 20 years experience, Steve is the founder of Coyote Initiatives CIC and supervises the overall life cycle and management of BeASILY's projects.
- Steve Burns: A qualified youth worker, international trainer, and therapist, Steve specializes in using Neuro-Linguistic Programming (NLP) and therapeutic methods when working with vulnerable youth facing exclusion or homelessness.
- Rebecca Schliske: A core young member and Pathways alumni, Rebecca provides vital logistical support, is currently studying for her Master's in International Social Work, and has expertise in leading Erasmus+ activities and digital youth work formats.
- Carmine Rodi Falanga: An experienced international facilitator and a trainer on StageCraft, Carmine is a qualified psychotherapist and active stand-up comedian who uses storytelling, humor, and public speaking techniques for communication development.
- Gabriela Braneanu: An international trainer and project coordinator, Gabriela has 8 years of experience managing diverse European projects, leveraging her background in Psychology and Health and expertise in digital skills and sustainability.
- Ruth E Cockburn: A critically acclaimed comedian and writer familiar on the UK festival circuit, Ruth developed and delivered the Open Up the Mic stand-up course for young people in Blackpool to build resilience and confidence.
- Eleanora Allerdings has extensive experience including co-founding and leading čojč, lecturing at DAS Ei Theaterpädagogisches Institut Bayern e.V. and at G. S. Ohm Hochschule Nürnberg, initiating the Kunstsalon Fürth e.V. and implementing large-group projects since 2015.

# Part C: Additional Information

## Quality Management and Accreditation

BeASILY is firmly committed to quality management and adheres rigorously to the Erasmus+ Youth Quality Standards in all project phases. Our quality framework relies on detailed internal agreements with partners and continuous monitoring and evaluation procedures to assess progress toward project objectives. We ensure a participant-centered and reflective learning environment through methods like self-assessment and daily reflection. For formal recognition, we utilize the Youthpass certificate and the ETS Youth Work Competence Model. Additionally, we explore complementary recognition pathways such as digital badge-based accreditation.

## Communication and Dissemination Capacity

BeASILY maximizes project visibility by leveraging the established social media platforms and large networks of its European partners. Our capacity is centred on digital dissemination, including running online events such as the Digital Flash Mob Action to engage a global audience. Participants actively contribute through a rotating Media Group during activities, documenting daily outcomes and co-creating permanent resources via platforms like Padlet/Wakelet. Results, including creative content like protest songs and performance videos, are further shared through local workshops and follow-up initiatives carried out by participants in their home communities.

## Previous Collaborations

BeASILY's strong foundation is built upon a continuous record of local, international, and European collaborations dating back to 2012. Our initial efforts focused locally in Germany, notably through the multi-year BeatBus project (2012-2015), which was run in partnership with the local Social Services company, Geschwister Gummi Stiftung, to engage young people through music. Simultaneously, our founder cultivated essential international skills through a six-year partnership (2016-2022) with Coyote Initiatives CIC UK, learning the comprehensive scope of running Erasmus+ projects from application through final reporting. This experience was crucial in transitioning BeASILY into an international coordinating body following the UK's departure from the EU.

Furthermore, BeASILY supported music education programs in Mindo, Ecuador, through the "Viva La Musica" collaboration with SALEM Ecuador (2018-2021).

Since formally becoming an Erasmus+ coordinating organization, BeASILY has intentionally fostered diverse consortia that blend highly experienced NGOs with new entrants to the European programme. We successfully implemented StageCraft (BE-SC-DE-23) in 2023 and currently lead multi-mobility projects such as Finding Your Voice (BE-FYV-DE-25) and Pathways to Creative Youth Work (BE-PTCYW-24). Our partnerships span Central, Southern, Eastern, and Northern Europe, providing a wide geographical and cultural spectrum for rich learning experiences. This ensures projects benefit from shared best practices and a robust network committed to quality youth work.

## List of Partner Organisations Involved in Previous Consortiums

The following organizations have participated as partners in recent Erasmus+ mobility consortiums coordinated by BeASILY (StageCraft, Finding Your Voice, and Pathways to Creative Youth Work), in addition to historical and organizational collaborators:

Organization Name	Country
<b>Erasmus+ Consortia Partners (2023 - 2025)</b>	
Agenzija Sapport	Malta (MT)
Asociacion Sociocultural Papaya	Spain (ES)
Asociatia "Un strop de fericire"	Romania (RO)
Asociación Biodiversa	Spain (ES)
ASSOCIAZIONE INTERCULTURALE NUR	Italy (IT)
BALKANIDEA NOVI SAD UDRUZENJE	Serbia (RS)
Bright Group	Netherlands (NL)
Društvo Center za pomoč mladim (CPM)	Slovenia (SI)
Hangolda Egyesület	Hungary (HU)
Hola Ghana ONGD	Spain (ES)
Kare ry	Finland (FI)
Midlands Regional Youth Service Ltd.	Ireland (IE)
ORIEL APS	Italy (IT)
Pancar Dernegi	Türkiye (TR)
Prostor pro rozvoj	Czechia (CZ)
SOCIAL YOUTH DEVELOPMENT CIVIL NONPROFIT SOCIETY (K.A.NE.)	Greece (GR)
STICHTING BREAKTHROUGH FOUNDATION	Netherlands (NL)
Świat Rozpędu	Poland (PL)
Towarzystwo Ochrony Praw i Godności Dziecka "WYSPA"	Poland (PL)
VšĮ Veik kurk atskleisk	Lithuania (LT)
VICE VERSA CZ ZS	Czech Republic (CZ)
<b>Historical &amp; Founding Collaborators</b>	
Coyote Initiatives CIC	United Kingdom (UK)
Geschwister Gummi Stiftung	Germany (DE)
SALEM Ecuador	Ecuador
Cooperativa Sociale Muovimente (Non-Partner, Training Format Origin)	Italy (IT)
Think Forward CIC (Staff/Trainer Network)	United Kingdom (UK)
Polbeth Community HUB (Hosted FYV 2022)	United Kingdom (UK)