



Learning
Innovation
Multimedia

itm INTERNATIONAL
TOURIST MANAGEMENT
financial strategy, revenue & marketing, operations



Gnessi & Teresa
... Naturalmente il meglio



Co-funded by
the European Union

2022-1-IT02-KA220-ADU-000085004



1

Common methodology for the collection of integrated data and functional to the recognition of skills related to the enhancement of culture, education, science and innovation in order to transform the promise of the European Green strategy as a concrete growth and improvement for everyday life

For the drafting of the "European Report on Know-how, Needs and Requirements of the Culture Builder" the partners have defined a common methodology for its drafting and for the collection of integrated data

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



functional to the recognition of skills related to the enhancement of culture, education, science and innovation, which can be summarized in the following node:

1. In-depth research and analysis of the state of teaching and learning of culture in European schools, with a particular focus on Italy, the Czech Republic and Slovakia.
2. Analysis of government support for youth cultural organizations and funds invested in cultural development in the countries involved.
3. Identification of new cultural trends and assessment of the state of digitization of culture in the partner countries.
4. Comparative study of museums and cultural heritage in the three countries, including analysis of interactive museums using artificial intelligence or holograms.
5. Mapping of areas with important cultural heritage in each country.
6. Analysis of regional traditions, food culture and their role in society.
7. Use of an interdisciplinary approach that integrates cultural, educational, scientific and innovative aspects.
8. Collection of qualitative and quantitative data through desk research, interviews and questionnaires administered to the target groups.
9. Comparative analysis of the information collected in the three countries to identify commonalities and differences.
10. Summary of the results in a structured report covering the various aspects analysed, providing a European overview as well as country-specific details.

This integrated methodology aims to provide a solid knowledge base to identify the skills needed to enhance cultural heritage in an innovative and sustainable way, in line with the objectives of the European Green Strategy. The multidimensional approach adopted makes it possible to link cultural, educational, technological and environmental aspects, thus providing a holistic vision useful for transforming the ambitions of the green strategy into concrete improvements in the daily lives of European citizens.