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2022-1-EN02-KA220-ADU-000085004
"CULTURAL E-COMPETENCIES IN OPEN AIR"

E-COMPETENCIES TOOLKIT

Introduction

The aim of this toolkit is to implement the knowledge and transversal skills connected to the new professional figure of “culture builder” and to develop skills capable of creating innovation in culture through the use of enabling technologies in a digital transformation process. **This kit and the project as a whole aims to promote active citizenship and create a collaborative and constructive connection between young people and the realities they experience**, virtually and in real life while taking into consideration **the uniqueness of the territory**.

These skills will be practiced through **three suggested activities** – each activity is connected to one or two skills connected to culture and using digital technologies to promote it. These activities can be done either individually or in groups.

Each individual/group can freely choose which task to work on and if time permits it, they can work on more activities simultaneously.



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SOCIAL MEDIA ACCOUNT PROMOTING CULTURE IN YOUR AREA

(DIGITAL and MARKETING COMPETENCE)

In this exercise, you will create a social media account promoting culture, historic monuments and/or sports, music, etc. During this activity, you will put to use what you learned about **digital skills, marketing and promotion**. You should create a social media account (you can choose any social media platform) with at least 5 posts promoting the cultural heritage, current cultural events, etc. in your area or region.

The ideal number of group members is 1-3. No external figures needed.

Estimated duration: 3-4 hours

Tools needed: PC/laptop/smartphone and the Internet

While creating the account, you can follow these steps:

1. Ideally you should base this account where you live (it does not have to be just the town you live in – you can also include the surrounding areas). You should create at least 5 posts (you can continue this account for as long as you want).
2. Create an account on a social media platform of your choice (we suggest using Instagram or Facebook since the creation is free and easy or TikTok if you prefer posting short videos).
3. Think about what you want to promote (cultural heritage, music, sports, pictures of historic monuments, etc.) and the overall strategy of your account. Design is also very important – you should be consistent with colors, fonts, etc. The posts should be engaging both content and design-wise. You can also include a question in the description – this will get you bigger engagement from the audience since they will be commenting.
4. Now do some research and start creating posts. A very good tool for creating social media posts is Canva (you will find a link below) – you can also design the logo of your account there.
5. After you have created your posts, you should promote the account in any way possible – share it with your friends, colleagues, posts to similar groups, etc.
6. If you like this kind of activity, you can continue to post to this account for as long as you want and expand your audience.

Here you can find Canva, a graphic design tool:

<https://www.canva.com/>

And a tutorial on how to use it:



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https://www.youtube.com/watch?v=wCEtWz5imUs&ab_channel=KateHayes

Here you can see some social media accounts promoting culture:

<https://www.instagram.com/vienna/> (the official Instagram account of the city of Vienna)

<https://www.instagram.com/localevents/> (nice account reporting on local events)

<https://www.instagram.com/themain/> (magazine and weekly newsletter)

This activity can also be done in the project workshops. The participants can present their results there and open a discussion.



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PLANNING A SUSTAINABLE BUDGET-FRIENDLY TRIP

(DIGITAL COMPETENCE and SUSTAINABLE TOURISM AND PLANNING)

In this exercise, you will plan a sustainable and budget-friendly weekend trip abroad with 1-2 friends. It will be up to you to choose the transportation, accommodation and make an itinerary for your time there (events, museums, monuments, food, drinks, etc.).

During this activity, you will put to use what you learned about **sustainability and sustainable tourism** and also use **your digital competence** while doing research for your trip and what you can do and eat/drink there.

The ideal number of group members is 2-3. No external figures needed.

Estimated duration: 3 hours

Tools needed: PC/laptop/smartphone and the Internet

While planning your trip, you can follow these steps:

1. You should plan a weekend trip that is going to last from Friday morning to Sunday evening. Firstly, of course, you have to choose a destination – you can choose anything you want (preferably in Europe since it is a short trip). Your budget is important – agree on an amount you can all spend and plan accordingly.
2. Once you have chosen the destination, choose your transportation – as you want to be sustainable, you should preferably choose public transportation (train, bus, airplane). Look up the best connection considering the ticket price and make your choice.
3. The next step is accommodation – among the most sustainable and budget-friendly options are Airbnb, Couchsurfing or staying with a local family (if you know any) or a friend you have there. Choose something that you like that is within your budget.
4. Now you should create an itinerary for your trip. A thorough research is needed for this – you should explore local restaurants, events, markets, shops, etc. to contribute to the local economy and follow the principles of sustainability. This could be done also in the form of a to-do list without strict time specifications.
5. Once you have the itinerary, you are ready to go! Of course, when you are there, you will meet locals who might advise you better things to do or see.

Here you can browse plane/bus/train tickets and see the prices:

<https://www.skyscanner.net/>

<https://www.kiwi.com/>



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<https://www.rome2rio.com>

These are some helpful links for booking accommodation:

<https://airbnb.com>

<https://www.couchsurfing.com/>

<https://www.booking.com/>

Here are some templates for your itinerary:

<https://www.typecalendar.com/travel-itinerary.html>



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PLANNING A LOCAL FOOD TASTING EVENT

(MANAGEMENT SKILLS, SOCIAL COMPETENCE and SUSTAINABILITY)

As part of this activity, you will plan a small local food tasting event (you don't have to realize it, just prepare it hypothetically and divide roles).

During this activity, you will put to use your **management skills**, **social skills** and **sustainable planning**.

The ideal number of group members is 3-5 (one of them should be the manager). No external figures needed.

Estimated duration: 3 hours

Tools needed: PC/laptop/smartphone and the Internet

While planning your event, you can follow these steps:

1. First set a budget that you are willing to use on this event. According to the budget, you will decide how many meals you will include and whether you will cook everything at home or also buy something.
2. When you have set the budget, you can choose the date and venue for your event (outside/inside, your own place or rented, etc.). You can also decide whether it will be a private event (just the people you know) or a public event (then you will need advertising, invitations, etc.). You don't need to print anything, just have it prepared in your computer (for designing the invitations you can use Canva – link in the previous exercise).
3. Now it is time to choose the meals you will be serving during the event and their prices (if it's a public event, you should earn money to get your investment and expenses back). Write down the meals you want to serve and decide who is going to provide what (either cook or buy). These meals should be typical for your region/country and, in order to comply with sustainability, the ingredients should be sourced locally.
4. Draw a little plan of your venue and mark where everything is going to be (food stands, tables, etc.). Research whether you need a special permission or some documentation to organize the event and serve food. You should also look up hygiene rules and policies for serving food.
5. Now you are ready for the event (at this point you would be sending out invitations and advertising the event).

Here you can find some more useful tips on how to plan a food tasting event:



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<https://smartyhadaparty.com/blogs/home/savor-the-flavor-how-to-host-a-fun-food-tasting-party>

Here you can get some inspiration for your invitations:

<https://www.zazzle.com/food+tasting+invitations>

This activity can also be done in the project workshops. The students can present their results there and open a discussion.