

CALL 2022 ROUND 1 KA2

KA220-ADU - COOPERATION PARTNERSHIPS IN ADULT EDUCATION | ERASMUS+

2022-1-IT02-KA220-ADU-000085004

“CULTURAL E-COMPETENCIES IN OPEN AIR”



IDENTIKIT OF THE CULTURAL BUILDER

WP2 - Activity 2 - Result 4



2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

Summary

THE FIGURE OF THE BUILDER OF CULTURE	3
PREVIOUS TRAINING	3
ESSENTIAL SKILLS	4
E-LEARNING COURSE GUIDELINES	6



2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

THE ROLE OF THE *CULTURE BUILDER*

In the diverse, contemporary European landscape, shaped by a growing melting pot of cultures and skills, the *cultural builder* emerges as a key figure in promoting integration and dissemination of knowledge across various sectors. This role lies at the intersection of technological innovation, the enhancement of cultural heritage and sustainable development. Active in both national and international contexts, the culture builder promotes intercultural dialogue, encourages participation, and fosters cross-sector networks with the ultimate goal of creating a more inclusive, conscious, and sustainable society.

The reports produced by the project’s partners as part of WP2 Activity 2 emphasise the necessity to cultivate innovative skills in various fields, including sustainable agriculture, cultural tourism, heritage conservation, and social engagement through museums. The culture builder is not merely a custodian of tradition, but a facilitator of intercultural dialogues, a promoter of unconventional solutions and an architect of transnational networks. The mission is twofold: to protect and enhance cultural expressions of the past, while simultaneously encouraging the creation of new cultural horizons that meet the needs and aspirations of modern societies.

This document outlines the culture builders’ key competencies and core characteristics, exploring their training background, required skills, and their critical role as agents of cultural transformation across borders and industries. With a focus on inclusion, sustainability, and innovation, it concludes by providing guidelines for the design of a training course that reflects the multifaceted and interdisciplinary nature of this role.

PREVIOUS TRAINING

The training of a culture builder must be interdisciplinary, blending humanistic, social, technological and environmental knowledge. The skills required go beyond event management or heritage conservation. A cultural builder must innovate and coordinate cultural projects that engage both local and international communities while promoting economic and environmental sustainability.

A strong foundation in cultural heritage management, digital technology for cultural dissemination, and a deep understanding of intercultural dynamics is essential. A humanities background, enhanced with practical experience in digitisation and local promotion, forms the basis for an effective approach to the profession. Pedagogical training is equally crucial,

2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

particularly with an emphasis on inclusiveness and cultural sustainability. The ability to adapt to new cultural challenges and a commitment to continuous learning are vital attributes for this role. Drawing on emerging educational models, particularly those within European cooperation frameworks, the culture builder must be adept at recognising cultural shifts and responding flexibly and proactively.

ESSENTIAL SKILLS

The culture builder is a highly versatile figure, capable of integrating a wide range of skills, from soft skills related to intercultural communication to technological and cultural ones. Key skills include:

- **Intercultural and communication skills**

The culture builder must promote intercultural dialogue, connecting people from diverse backgrounds. This requires a profound understanding of cultural traditions and sensitivities, along with strong communication skills to encourage authentic interactions and mutual understanding. Additionally, the culture builder must be a keen listener and mediator, capable of fostering empathy and respect. He/she must transform differences into opportunities for mutual growth and meaningful relationships.

- **Digital and technological skills**

Digitalisation offers powerful tools for the communication, promotion, and preservation of cultural heritage. The culture builder must know how to use these technologies not only to disseminate information but also to create engaging and participatory experiences. Skills in social media, e-learning platforms, and content management systems are essential to reaching a broad and diverse audience, while the ability to analyse audience data enables the creation of tailored cultural offerings. Moreover, digitisation ensures that cultural heritage remains relevant and accessible.

- **Management and planning skills**

Strong project management and planning skills are required to coordinate complex cultural projects. These include setting clear objectives, managing tasks, overseeing budgets, and coordinating teams. A culture builder must be able to monitor progress, evaluate outcomes, and make necessary adjustments. Strategic planning ensures the long-term sustainability of cultural projects, which must meet community needs effectively.

2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

- **Empathy and inclusive leadership**

Relational skills, including empathy and inclusive leadership, are at the heart of the culture builder’s role. By fostering an environment of trust and collaboration, they can engage diverse communities with varying perspectives. An inclusive leader recognises and values cultural diversity, ensuring that all voices are heard and respected in the promotion and management of cultural heritage.

- **Innovation and strategic thinking**

A culture builder must possess innovative thinking and strategic foresight to navigate emerging challenges and identify new opportunities. Critical and creative thinking allows him/her to take risks and develop new cultural experiences. The ability to assess social trends, anticipate future needs, and integrate innovation into cultural preservation projects is essential for long-term success.

- **Sustainability expertise**

Sustainability is a key factor in all areas of cultural life. The culture builder must have a solid understanding of sustainable agriculture, responsible tourism, and international environmental policies. Integrating sustainability into cultural promotion is essential for ensuring a sustainable future, while respecting local traditions and enhancing community resilience.

- **Management of cultural relationships and networks**

Building and maintaining relationships is essential for fostering intercultural cooperation. A culture builder must encourage the active participation of local communities and facilitate dialogues between diverse stakeholders. By doing so, he/she acts as a bridge between cultural and social realities, promoting an inclusive and sustainable cultural landscape.

The culture builder acts as a bridge between diverse cultural and social realities, demanding a skillset that extends far beyond mere technical knowledge. Their versatility is essential in addressing the challenges of both the present and the future, forging meaningful connections and promoting an inclusive and sustainable culture. To realise these ambitions, the development of a culture builder’s skills requires ongoing learning and constant upskilling. Rapid technological advances, evolving social dynamics, and the growing challenges of sustainability demand a flexible, up-to-date educational framework that integrates theory with practical experience. Access to well-structured training programmes, linked workshops, and digital platforms for the exchange of skills and best practices enables the culture builder to broaden their expertise and adapt to the needs of an ever-changing environment.

2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

E-LEARNING COURSE GUIDELINES

To create a training course for culture builders, it is essential to clearly define the skills to be developed and the key topics to be covered, ensuring that the curriculum reflects the importance of a comprehensive and multidisciplinary approach. The following guidelines provide a foundation for the course design, which must integrate theoretical knowledge with practical skills, fostering the interconnection between culture, sustainability, and innovation.

The structure of the course for culture builders should be based on the competencies identified in the European context study and address the need to integrate diverse areas such as agriculture, environmental sustainability, cultural tourism, and heritage transmission. This multidisciplinary approach will equip participants with the expertise to operate effectively across various sectors while maintaining a focus on sustainability and innovation, promoting active participation and social inclusion.

In an online environment, it is crucial that growth objectives are clear and measurable, enabling all participants to track their progress independently. To ensure effective learning, the course should be organised into short, thematic modules. Each module must address a specific aspect of cultural development, such as understanding diversity, promoting social change, or fostering cultural inclusion. The advantage of the e-learning format is its ability to deliver content asynchronously, allowing participants to learn at their own pace. This can be further enhanced through the use of concise, engaging multimedia content that captures attention and facilitates dynamic learning. Additionally, providing access to supplementary resources, such as articles, external links, or video insights, would empower participants to explore topics of particular interest independently.

Interaction, which can often be more challenging in online courses, will be encouraged through the creation of a virtual space where all target groups and secondary stakeholders can share their opinions, best practices, and testimonials using digital tools. This project platform, called the **Open Air Platform**, will encompass a website, an e-learning platform featuring the initial course for culture builders, a social media page, and a community forum for sharing and discussion.

Participant progress in the e-learning course will be monitored through tracking module completion and interactive quizzes at the end of each module. Similarly, the partnership will observe discussions within the forum, fostering dialogue where necessary. The choice of e-learning is also motivated by the desire to ensure accessible and inclusive course usability.

2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

Finally, surveys and questionnaires will be implemented to evaluate the model’s effectiveness, continually gathering feedback to adapt course content to participants’ needs and improve the model, keeping it current and relevant. Insights into key topics emerged from the reports prepared by project partners regarding the know-how, needs, and requirements of adults (WP2), alongside results from interviews conducted with target groups in Italy, the Czech Republic, and Slovakia (WP2).

As regards the key topics to be addressed, valuable insights emerged from the reports prepared by the project partners on the know-how, needs and requirements of adults (WP2) together with the reports on the results of the interviews administered to the target groups of Italy, the Czech Republic and Slovakia (WP2).

Below are the fundamental guidelines for designing the course structure and content:

1. Interdisciplinary Skills

The course must offer training that encompasses diverse sectors such as agriculture, tourism, museums, and the environment. This will enable participants to develop a broad, transversal understanding of culture, equipping them with valuable skills applicable across various domains.

Topics:

- Sustainability in agri-food supply chains.
- Technological innovation in agriculture and museums.
- Tourism as a tool for cultural preservation and enhancement.

2. Expertise in Sustainability and Inclusive Values

Given the objective of promoting cultural development that is sustainable, participants must acquire skills related to environmental and social sustainability. Course content should include an understanding of international environmental policies and practices that promote inclusivity.

Topics:

- Sustainable agriculture and its cultural and environmental impacts.
- The role of responsible tourism in cultural promotion.
- Museums as engines of sustainable and participatory development.

3. Digital and Technological Skills

The culture builder must master digital and technological tools to make culture more accessible and widespread. The course should integrate the use of technologies such as

2022-1-IT02-KA220-ADU-000085004
“CULTURAL E-COMPETENCIES IN OPEN AIR”

augmented reality, virtual reality and digital platforms, which play a central role in the preservation and dissemination of cultural heritage.

Topics:

- Digitization of cultural heritage.
- New technologies for cultural conservation and promotion.
- Use of social networks for cultural dissemination and public engagement.

4. Inclusive Leadership and Management of Cultural Networks

A key competency of culture builders is managing intercultural relations and promoting active participation. The course should teach how to develop and manage international cultural networks, fostering collaboration among different institutions and communities.

Topics:

- Methodologies for the management of participatory cultural projects.
- Creation and management of intercultural networks at local and European level.
- Enhancement of heritage through active community participation.

5. Strategic Thinking and Innovation

The course must equip participants with the skills to develop forward-thinking and innovative cultural strategies. They should be prepared to respond to changes in the global socio-cultural context and integrate innovation into cultural promotion initiatives.

Topics:

- Development of long-term strategies for cultural enhancement and transmission of cultural heritage.
- Innovation in heritage management and usage models.
- Integration of new technologies into cultural strategies.