



itm
INSTITUTE FOR
TECHNOLOGY AND
INNOVATION



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EXPERIENCE CULTURE. SKILLS THAT LAST.

'Cultural E-Competencies in Open Air' offers a learning model that combines cultural heritage, digital innovation and active citizenship, transforming places and communities into a real Open-Air Museum: a museum without walls, made up of experiences, relationships and stories.

KEY RESULT

A new figure: the Culture Builder, a cultural facilitator with cultural, digital, relational and sustainability skills.



WEBSITE

<https://e-competencies.online/>



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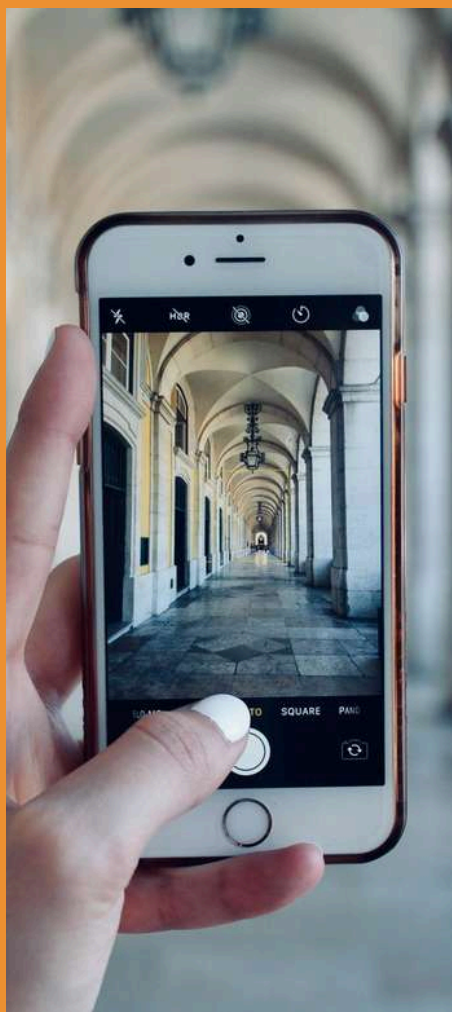
CULTURAL E-COMPETNCIES IN OPEN AIR

Erasmus+ Project code: 2022-1-IT02-KA220-ADU-000085004
04/12/2022-03/12/2025 (36 months)

**"I'M A CULTURE BUILDER:
I SPREAD BEAUTY"**

A NEW WAY OF DOING CULTURE

Following the digital acceleration of recent years, there is a growing need to make cultural heritage more accessible, participatory and connected to real life. The project responds to this challenge with a model that combines education, technology, local areas and communities.



INNOVATION

From places to stories, turning heritage into living experiences.

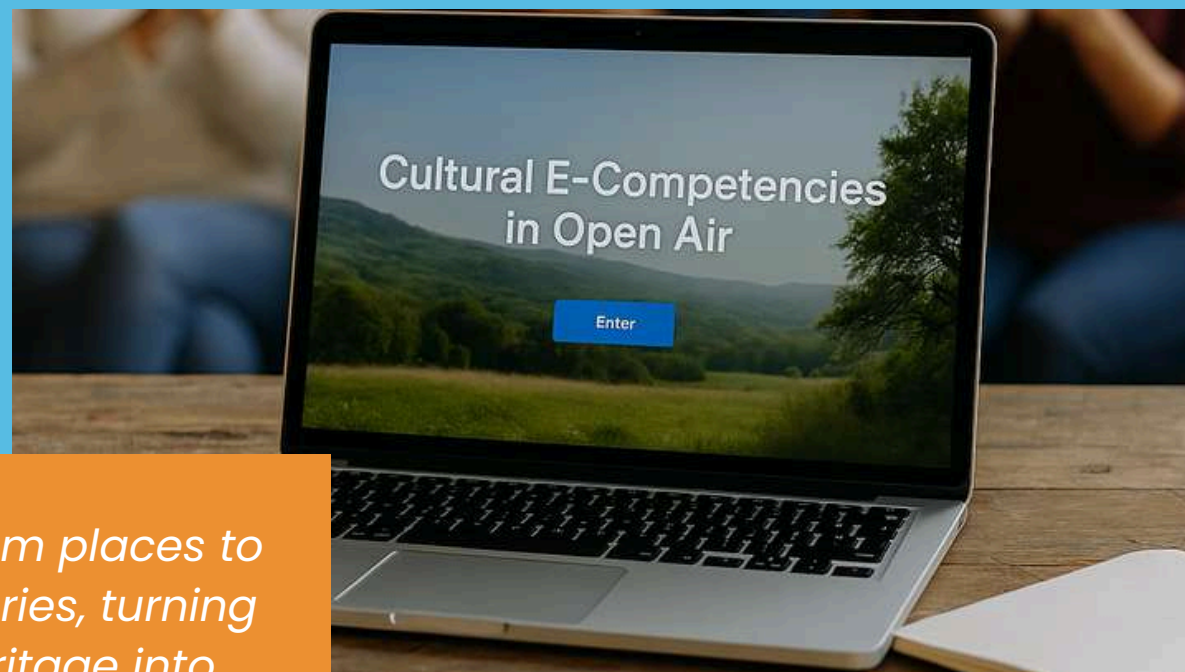
THE CULTURE BUILDER

A new cultural actor who:

- builds connections between people, places and institutions
- turns heritage into living experiences (storytelling, routes, activities)
- uses digital tools to expand access and participation
- designs with attention to impact, inclusion and sustainability

THE OPEN-AIR MUSEUM

A "museum as a mindset", before being a place: everyday spaces, landscapes and communities become distributed cultural experiences, enriched by digital tools (maps, multimedia content, narratives, etc.).



TOOLS AND RESULTS

E-LEARNING TRAINING

An online learning pathway to develop Culture Builder competences, with modules, materials and activities.

PRACTICAL TOOLKIT

Ready-to-use activities and templates to design local cultural micro-actions (communication, sustainable itineraries, local initiatives).

COMMUNITY

A space (also digital) for exchanging ideas and good practices among experts, cultural operators and citizens.