

Partnership

Gnessi Teresa Group (IT)
LIM Srl Unipersonale (IT)
ITM – International Tourist Management (CZ)
NIKE analysis & research (SK)

Cultural E-Competecies in Open Air

Erasmus+ Project code:
2022-1-IT02-KA220-ADU-000085004

04/12/2022-03/12/2025 (36 months)



Learning
Innovation
Multimedia

itm
INTERNATIONAL
TOURIST MANAGEMENT



Gnessi Teresa
... Naturalmente di meglio



Co-funded by
the European Union

Contacts & channels

 E-learning: www.e-competencies.uniformando.it

 Facebook: Cultural-E-Competencies-in-Open-air

 Website: www.e-competencies.online

BECOME A CULTURE BUILDER

Turning heritage into living experiences.

An Erasmus+ project that defines and develops the Culture Builder: a facilitator who connects people and places, using cultural and digital tools to create inclusive, participatory and sustainable cultural experiences.

2022-1-IT02-KA220-ADU-000085004

EU 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.

Discover more:
www.e-competencies.online



Who is the Culture Builder?

The Culture Builder is a new cultural and civic profile: a person who activates communities through culture, combining heritage knowledge, digital tools and participatory methods.



What does a Culture Builder do?

- connects citizens, institutions, places and associations
- turns heritage into real-life experiences (storytelling, routes, local micro-events, community activities)
- uses digital tools to expand access and participation
- designs with attention to inclusion, impact and sustainability.

Where does it happen?

Within an Open-Air Museum approach: not a traditional museum, but a territory where everyday spaces, landscapes and communities become distributed cultural experiences, supported by digital content (maps, multimedia, narratives).

The Culture Builder skill set

A complete profile built on four competence dimensions:

- Cultural – heritage interpretation, storytelling, cultural mediation
- Digital – tools and content to widen access and engagement
- Relational – facilitation, networking, community building
- Sustainability – inclusive design, local impact, responsible use of resources

What the project offers

Tools to learn and apply

- **E-learning training:** an online pathway with modules, materials and activities
- **Practical toolkit:** ready-to-use templates to design local cultural micro-actions
- **Community (Open Air Center):** a space to exchange ideas and good practices among experts, cultural operators and citizens