



Co-funded by
the European Union

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



Cultural E-competencies in Open Air

Cultural E-Competencies in Open Air – E-learning Course for Builders of Culture

An online course promoted by the Erasmus+ project for adult education, designed to develop cultural and professional skills in agriculture, tourism, environmental sustainability, and cultural heritage enhancement.

Structured into 4 independent and flexible modules, the course offers interactive content, in-depth materials, and final quizzes. The last unit provides practical tools to apply the acquired knowledge and to shape the role of the *culture builder*, a key figure for digital cultural innovation.

A dynamic, accessible learning opportunity focused on the future.

Happy learning!

[Click to enter this course](#)

E-LEARNING COURSE “CULTURAL E-COMPETENCIES IN OPEN AIR” MONITORING REPORT

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.



Co-funded by
the European Union

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

Summary

Introduction and context	3
The model	4
Objectives of the report	5
Objectives of the e-learning experimentation	7
Course Outline	7
Target and expected participation	8
KPIs of e-learning experimentation	9
Quality objectives	9
Trial evaluation criteria	10
Methodology	11
Sources and collection tools	11
Analysis methodology	12
Validation and review of results	12
Data reading and interpretation	13
Analysis of the results	14
Participation and performance	14
Performance	14
Qualitative feedback and participant perception	15
Strengths and weaknesses	16
Training impact and added value of the model	17
Impact assessment and follow-up	18
Impact on participants	18
Impact on partners and institutions	19
Local and Community impact	19
Overall assessment compared to KPIs	20
Sustainability and upcoming prospects	20
Conclusions	22



Co-funded by
the European Union

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

Introduction and context

The Cultural E-Competencies in Open Air project (code 2022-1-IT02-KA220-ADU-000085004) was born under the Erasmus+ – Key Action 2 program (KA220-ADU) as a partnership for educational innovation and cultural enhancement through digital technologies.

The general objective is to promote the development of new interdisciplinary skills for the enhancement of cultural and environmental heritage, with an inclusive, experiential approach strongly anchored to the local dimensions of European communities.

The project, launched in 2022 and still ongoing in the dissemination and follow-up phase, involves four partner organizations from Italy, the Czech Republic and Slovakia:

- Gnessi Teresa Group (Italy) – Project coordinator and responsible for defining the training model and educational content related to the agri-food sector and local cultural competences.
- LIM Srl (Italy) – Responsible for the design of the e-learning platform, the creation of digital multimedia content and the communication and dissemination strategies.
- ITM Group (Czech Republic) – Responsible for the development of content related to tourism, museum professions and cultural promotion.
- NIKE Analysis & Research (Slovakia) – Technical-scientific partner in charge of experimentation on the theme of environmental sustainability and the realization of multiplier events.

In addition to these subjects, there is the transversal collaboration of local stakeholders, cultural institutions, training institutions and representatives of active citizenship, involved both in the e-learning experimentation and in the focus group activities, animation of the Forum and validation of the model.

The conceptual heart of the project is the definition of the profile of the “Culture Builder”, a new professional and civic figure capable of combining creativity, cultural awareness, digital skills and sustainability. As emerged in the first results of Work Package 2 (needs analysis and profile identification), the “culture builder” represents an agent of local change, able to connect tradition and innovation, enhancing tangible and intangible heritage through digital tools, storytelling and participatory initiatives.

The training model aims, therefore, to transform cultural knowledge into active competence, making adult citizens protagonists in the promotion of a sustainable and shared culture.

The project is also part of the European priorities for adult education and for the digital and green transition outlined by the Erasmus+ 2021–2027 programme and the European Green Deal. In particular,



Co-funded by
the European Union

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

Cultural E-Competencies in Open Air responds to three key needs identified in the Commission’s strategic documents:

1. Develop digital and transversal skills useful for active citizenship and for new professional profiles related to cultural heritage.
2. Strengthening sustainability and environmental awareness through experiential and contextualized training courses.
3. Promote social cohesion and civic participation through collaborative, inclusive and action-oriented learning models.

The project adopts the metaphor of the “Open Air Museum”, understood as a symbolic extension of education: culture not confined to closed spaces, but spread throughout the territory, behaviors, daily practices and landscape.

This track guided all the activities of the partnership, from the design of digital content to the field activities proposed in the Operational Toolkit.

The model

During the first two years of the project, the partnership worked on defining a hybrid and open learning model, capable of integrating digital training, experiential workshops and interaction with the community.

The path was marked by several fundamental stages:

- November 2023 - LIM presented the complete structure of the e-learning course, divided into four modules, each with four teaching units (introduction, SCORM presentations, in-depth materials and quizzes)
- June 2024 - LIM coordinated the revision of the contents and the start of the testing of the Moodle platform. The partners confirmed the creation of the online community and the definition of the experimentation calendar.
- December 2024 - the e-learning experimentation phase and the planning of focus group and dissemination activities have been concluded, with a unanimous consensus on the training effectiveness of the model.

E-learning has been at the heart of a pedagogical approach that combines self-training, cooperation and social participation.



Co-funded by
the European Union

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

Each partner contributed complementary skills to the project:

- Gnessi Teresa Group has ensured pedagogical coherence and methodological supervision, developing the contents of Module 1 (“Resources and skills in the agri-food sector”).
- ITM Group has enhanced the dimension of sustainable tourism and museum professions, experimenting with good practices of connection between culture and entrepreneurship.
- NIKE Analysis & Research provided a research and evaluation approach, delivering Module 3 on sustainability and curating the second multiplier event in Slovakia.
- LIM Srl has made available its experience in the digitization of training, taking care of the development of the e-learning platform, the creation of SCORM materials, the graphics and the official website of the project.

This complementarity has made it possible to build a model where educational, digital and cultural skills intersect with real experimentation in different national contexts.

In addition to the creation of an innovative training course, the project has produced a series of high value-added results:

- a Skills Development Model that defines the expected profiles and levels of mastery;
- a Toolkit of exercises and workshops, oriented towards practical experimentation and active involvement of adults;
- an international, accessible and multilingual e-learning platform;
- a transferable methodological approach, based on cross-sectoral collaboration and dialogue between culture, education and sustainability.

Looking ahead, the project contributes to the construction of an open European cultural learning ecosystem, in which technology becomes a tool to strengthen inclusion, participation and environmental awareness.

Objectives of the report

This Joint Report represents a critical and evaluative summary of the results obtained during the experimentation phase of e-learning. It is based on quantitative data extracted from the Moodle platform (course completion status, number of users, distribution by country and institution) and on qualitative elements derived from project meetings and feedback collected in focus groups.



**Co-funded by
the European Union**

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

The aim is to analyse the progress of the training course, verify the level of consistency with the objectives and KPIs set out in the project and identify strengths, good practices and margins for improvement for future phases.

The tone of the document is deliberately analytical but constructive: each piece of data is interpreted in the light of the educational purposes and the transformative value that the project has generated in local contexts and in the partnership network.



Co-funded by
the European Union

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

Objectives of the e-learning experimentation

The experimentation phase of the e-learning course “Cultural E-Competencies in Open Air” made it possible to verify the transferability of the training model developed in previous Work Packages. After the definition of the Culture Builder Skills Model and the creation of the Operational Toolkit, the online course had the function of translating the didactic-training vision of the project into a real, open, participatory and monitorable digital training experience.

The general objective of the experimentation was to validate the digital training model and its applicability in the context of adult education, with particular attention to the intercultural dimension and the usability of the path by users with different levels of digital competence.

The specific operational objectives of the experimentation of the on-line course were the following:

1. Verify the usability and accessibility of the Moodle platform, in terms of technical, linguistic and user experience.
2. Test the pedagogical structure of the course: articulation of the modules, balance between theoretical and practical contents, clarity of materials and quality of the interface.
3. Monitor the active involvement of adult participants, the frequency of activities, the completion of modules and the ability to self-manage the training course.
4. Evaluate the educational effectiveness in terms of acquired knowledge, cultural awareness and digital skills.
5. Collect qualitative feedback to optimize the model before final dissemination and open publication of content.

The experimentation represented a phase of mutual learning between partners, trainers and participants, with the aim of transforming the course into a stable, inclusive and replicable e-learning model.

Course Outline

The e-learning course was developed on the Moodle platform, configured and managed by LIM Srl and made accessible to partners and participants starting from January 2024.

Its architecture follows a modular path consistent with the areas of expertise identified in the Culture Builder Model:



Co-funded by
the European Union

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

Form	Title	Responsible partner	Main content
1	Local Resources and Cultural Identities	Gnessi (IT)	Introduction to the concepts of local heritage, community and sustainability; practical examples of territorial enhancement.
2	Digital Tools for Cultural Mediation	LIM (IT)	Digital tools and strategies for cultural communication; creation of accessible multimedia content.
3	Green and Sustainable Skills	NIKE (SK)	In-depth study of environmental sustainability, ecological behaviors and “green” skills.
4	Tourism, Heritage and Entrepreneurship	ITM (CZ)	New models of responsible tourism and practices of economic enhancement of culture.

Each module includes:

- A textual introduction
- three interactive lessons (SCORM format),
- in-depth materials in PDF format,
- a final assessment quiz.

The structure of the course has been designed to ensure gradual, accessible and interactive learning, combining theoretical content, practical examples and individual reflection activities. The presence of the final quizzes made it possible to constantly monitor the progress of users and the understanding of key concepts.

Target and expected participation

According to the initial design, the experimentation had to involve a target of adult participants in the three partner countries, belonging to different professional and social contexts:

- cultural and tourist operators,
- educators, trainers and adult learners,
- active citizens and volunteers engaged in local enhancement initiatives.

The objectives of participation were defined as follows:

- ensure a representative and diverse sample,
- achieve a minimum completion rate of 80%,
- and collect feedback from at least 3 countries.



Co-funded by
the European Union

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

As of February 17, 2025, the platform’s official data record:

- 62 registered users in total,
- 61 total completions, equating to a completion rate of 98.4%.
- A balanced distribution between the three countries (Italy, Czech Republic, Slovakia) and a small number of unaffiliated users, but involved through local events.

The participation target was met in terms of quality, motivation and educational continuity, highlighting a strong commitment on the part of the participants and a stable functioning of the platform throughout the experimentation period.

KPIs of e-learning experimentation

The following table summarizes the main performance indicators (KPIs) used to evaluate the success of the trial, with the related results achieved:

Indicator	Expected target	Actual result	Evaluation
Number of adult participants involved	Approx. 90	62	⚙️ Slightly smaller but highly representative and motivated sample
Average completion rate	≥ 80%	98,4%	✅ Widely achieved
Average number of completed tasks per user	≥ 90% of the activities	95–98%	✅ Exceeded
Number of completed and validated forms	4	4	✅ Achieved
Overall satisfaction level (feedback provided by partners)	≥ 70% positive	88-90% (estimate)	✅ Exceeded

Quality objectives

In addition to the quantitative parameters, the experimentation also aimed to evaluate some qualitative aspects, considered fundamental for the transferability of the model:



Co-funded by
the European Union

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

1. Autonomy and motivation of adults in digital learning.
 - Result: the participants showed high constancy and interest, with few requests for technical support.
2. Interaction and participation in online communities.
 - Result: users have started to interact in the forums, a sign of a collaborative approach to be evaluated in the coming months.
3. Understanding and applicability of content.
 - Result: the questionnaires and focus groups show that the course has stimulated practical reflections and local project ideas.
4. Platform usability and clarity of materials.
 - Result: judged “very good” by over 80% of the participants.
5. Potential for model replicability.
 - Result: all partners expressed a favourable opinion on the public dissemination and reusability of SCORM content.

Trial evaluation criteria

The e-learning experimentation was evaluated according to three main criteria:

1. Educational effectiveness: the ability of the course to improve the cultural, digital and environmental competences of the participants.
2. Accessibility and inclusivity: level of ease of use of the platform, clarity of materials, linguistic and technical support.
3. Participation and motivation: continuity of access, completion of modules, interaction with content and in forums.

These criteria form the basis of the subsequent analysis process, illustrated in the chapter dedicated to the methodology of data collection and validation.



Co-funded by
the European Union

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

Methodology

The e-learning experimentation of the Cultural E-Competencies in Open Air project was accompanied by careful monitoring and evaluation activities, aimed at collecting quantitative and qualitative data useful for measuring the coherence, effectiveness and impact of the training course.

Monitoring and analysis of data are aimed at verifying the achievement of KPIs, understanding how participants interacted with digital content, what factors favored or hindered completion and how the course contributed to the development of the skills required by the reference model.

The methodology adopted combines digital tools for automatic tracking, collection of direct feedback and qualitative analysis of feedback provided by partners.

Sources and collection tools

To ensure the reliability of the results, the partnership used a combination of digital, documentary and participatory tools.

The e-learning platform, managed by LIM, is the primary source of quantitative data. Thanks to the *automatic tracking system*, it was possible to monitor:

- number of registered and active users;
- progress by module and by activity;
- average time to completion;
- success rates in quizzes and final tests.

The data analysed in this report comes from files exported on February 17, 2025, including:

- *Users and Completion.xlsx* (user status and completion rate),
- *Progress Course.csv* (progress by course),
- *Training User List.xlsx* (distribution by institution and country).

Qualitative monitoring was conducted through:

- Satisfaction feedback from participants expressed to partners after the conclusion of the e-learning modules;



Co-funded by
the European Union

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

- national focus groups organized between October and December 2024, which provided elements for reflection on the contents, accessibility and transferability of the skills acquired.

The minutes of the transnational meetings are an official source of verification of the process, as they report the decisions, observations and evaluations shared by the partners.

Analysis methodology

The data analysis was conducted in two complementary phases:

1. Quantitative phase, centred on the processing of data extracted from Moodle:
 - total count of registered and completing users;
 - calculation of the average completion rate;
 - geographical distribution by country and by institution;
 - detection of the activities carried out and the quizzes passed.
2. Qualitative phase, based on the interpretation of the feedback collected:
 - perception of usefulness and clarity of content;
 - technical or linguistic difficulties encountered;
 - degree of general satisfaction;
 - suggestions to improve the replicability of the model.

The quantitative and qualitative data were compared and discussed jointly in the project meetings, so as to ensure a shared reading of the results.

Validation and review of results

To ensure the robustness of the evidence, the partnership adopted a cross-validation process between partners.

Each institution verified the correctness of its participation and completion data, then transmitted the consolidated reports to the coordinator.

Afterwards:



Co-funded by
the European Union

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

- LIM has integrated the technical data extracted from the Moodle system and has developed the statistical summaries and comparative tables;
- Gnessi Group took care of the pedagogical and interpretative review and contributed to the final validation in view of the drafting of this Joint Report.

This collaborative method has ensured transparency, consistency and accountability to this document.

Data reading and interpretation

The data must be interpreted considering the experimental nature of the project.

E-learning has been designed as a training tool and, at the same time, a device for educational research and innovation, aimed at exploring new approaches for digital adult learning.

As a result, the numbers are not read only as performance, but as indicators of participation, motivation and social impact.

On the whole:

- the number of 62 enrolled and 61 completions (98.4%) represents a high level of participation;
- the average satisfaction rate (over 85%) confirms the appreciation of the participants for the quality of the content, the clarity of the interface and the flexibility of the platform;
- the minimal differences between the three partner countries (Italy, Czech Republic, Slovakia) demonstrate a good uniformity of results and the ability of the model to adapt to different cultural and linguistic contexts.

The monitoring system adopted by the project has ensured constant monitoring of the progress of e-learning activities, offering complete and reliable data.

The integration between digital, qualitative and documentary sources made it possible to accurately assess the achievement of the KPIs and to identify the conditions that favored the success of the experimentation.

The methodology has proven to be replicable and transferable, offering a useful reference model also for other Erasmus+ projects that intend to combine digital training, experiential learning and enhancement of local cultural heritage.



Co-funded by
the European Union

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

Analysis of the results

The experimentation phase of the Cultural E-Competencies in Open Air course made it possible to verify to what extent the platform and digital content met the objectives set out in the project. The results confirm the pedagogical solidity of the e-learning path and its effectiveness in activating flexible, participatory and transferable learning processes to different adult training contexts.

Participation and performance

As of 17 February 2025, the data extracted from the Moodle platform show an overall positive picture:

- 62 registered users in total, of which 61 have completed the course entirely (98.4%);
- a constant number of accesses and interactions over time, with a peak in activity in October and November 2024, corresponding to the final testing phase;
- a balanced participation between the three partner countries, with a slight Italian prevalence, which can be explained by the role of coordination and technical management of the platform.

The distribution by institution and country shows a diversified involvement consistent with the mission of the project: cultural institutions, environmental associations, vocational training schools and independent operators.

This variety of profiles helped to create a truly transnational learning environment, where interaction and sharing of local experiences enriched the value of the course.

In terms of progress, the course maintained a progressive and stable pace of completion, without significant interruptions. Log data shows that the majority of users followed the route in a linear fashion, with an average of one lesson completed every 6–7 days.

The almost total absence of dropouts confirms that the teaching system and the modular structure have been able to support motivation in the long term.

Performance

Detailed analysis of the tracking shows marginal but interesting differences between the modules, which overall recorded completion rates of over 95%.



Co-funded by
the European Union

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

- Module 1 – Local Resources and Cultural Identities stimulated numerous qualitative reflections in the focus groups, thanks to the contents related to territorial identity and community practices. Some participants reported that they had started to develop small local initiatives inspired by the examples presented in the course, a tangible sign of the educational impact of the project.
- Module 2 – Digital Tools for Cultural Mediation, edited by LIM Srl, is the one with the highest interaction rate: almost all participants have successfully completed the quizzes and downloaded the in-depth materials. This demonstrates the strong interest in the digital and communicative dimension of cultural heritage, perceived as immediately useful and transferable in one’s own work or volunteering context.
- Module 3 – Green and Sustainable Skills, curated by NIKE, met with an initial lower access rate, mainly due to the linguistic complexity of some materials in technical English. However, after the mid-term review in June 2024, completion results improved dramatically, reaching 95% of active users.
- Module 4 – Tourism, Heritage and Entrepreneurship, developed by ITM Group, received very positive feedback for the concreteness of the case studies and the clarity of the presentation, especially from the tour operators involved.

Overall, all modules exceeded 90% of tasks completed, with an average of 95–98%. The most popular activities were interactive quizzes and toolkits, while longer text sections were sometimes considered “dense”, suggesting a lightening of content or a fragmentation into micro-content in the future.

Qualitative feedback and participant perception

The feedback collected through the partners and discussed in the transnational meetings in October and December 2024 returns a positive outlook.

85–90% of participants expressed a favourable evaluation of the overall experience, with particular appreciation for:

- flexibility of learning;
- the clarity of the organization of the modules;
- the quality of the multimedia materials and the navigability of the platform;
- the European dimension of the course, perceived as stimulating and enriching.

Many users pointed out that participation in the course has improved their cultural and environmental awareness, increasing their ability to connect digital skills with local experiences.



Co-funded by
the European Union

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

In some cases, evidence of direct applications emerged: the creation of community micro-projects, cultural communication activities on social media or new collaborations between local institutions and partner organizations.

The focus groups organized in Italy also highlighted some requests for improvement, including:

- possibility to add thematic forums for modules;
- Access to optional in-depth materials for more experienced users.

These comments have been collected by the partnership.

Strengths and weaknesses

From the joint analysis of data and feedback, several structural strengths of the e-learning model emerge:

Strengths

1. High participation and completion rate.
2. Balance between theory and practice.
3. Good level of usability and stability of the Moodle platform.
4. Integration between digital and territorial dimension, a distinctive element compared to other online courses.
5. Cross-sectoral collaboration between partners, which ensured methodological consistency and quality of materials.

Critical issues detected

1. Some slight language difficulties in the modules with technical terminology (especially Module 3).
2. Opportunity to enhance collaborative functions (forums).
3. Need to standardize quantitative feedback collection to simplify monitoring.

All the aspects to be improved are of an operational nature and can be easily addressed in the subsequent phases. Overall, the experimentation has fully demonstrated the validity and replicability of the training model.



Co-funded by
the European Union

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

Training impact and added value of the model

The main impact of the experimentation lies in the concrete validation of the “Culture Builder” model as a tool for the development of cultural and digital skills of adults. The course fostered the acquisition of expendable knowledge and the maturation of transversal skills —communication, problem solving, critical thinking and active citizenship— through an autonomous but guided, inclusive and collaborative learning experience.

At the partnership level, the experimentation strengthened transnational cooperation, allowing partners to share digital training methodologies and build a common language between sectors (culture, environment, education, tourism).

Finally, the e-learning experimentation generated lasting added value:

- it has consolidated a training platform that can be reused in other Erasmus+ projects;
- it has created an international community of users interested in continuing the experience;
- and provided a solid basis for the definition of the guidelines of the new “Culture Builder” and the Open Air Museum, which will constitute the subsequent developments of the project.

The results of the experimentation confirm that the blended and participation-oriented approach adopted in the project is fully consistent with the European priorities for adult education. The Cultural E-Competencies in Open Air course stands out for its ability to connect the digital dimension, sustainability and cultural enhancement, offering an innovative, accessible and replicable training model.



Co-funded by
the European Union

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

Impact assessment and follow-up

The e-learning experimentation phase had a significant impact not only in terms of training outcomes, but also in terms of organizational growth, partnership cohesion and model transferability potential. The impact assessment was carried out considering three main dimensions:

1. Impact on participants (individual level)
2. Impact on the partners and institutions involved (organisational level)
3. Territorial and systemic impact (Community and transnational level)

The goal was to understand how the training experience has generated change, awareness and new possibilities for long-term application.

Impact on participants

The most immediate and measurable effects of the experimentation concern adult participants, who lived the course not as a simple training course, but as an active, reflective and transformative learning experience.

Three main areas of impact emerge from the feedback collected:

a) Development of digital and cultural competences

Most of the participants said that they had improved their basic digital skills and understood how these skills can be applied to the enhancement of local heritage. The course therefore strengthened the ability to connect technology and culture, transforming digital tools into means for active participation and promotion of territories.

b) Growth of environmental and sustainable awareness

Module 3 (Green and Sustainable Skills) played a decisive role in bringing out a greater sensitivity towards everyday ecological practices and sustainability in cultural and tourism activities. Many users have reported that they have changed personal behaviours or introduced sustainability micro-actions in their work or volunteering context.

c) Strengthening soft skills

In addition to technical skills, participants developed soft skills – communication, problem solving, collaboration and autonomous learning management – which are central elements of the Culture Builder profile. The e-learning environment, based on self-organization and individual responsibility, has



Co-funded by
the European Union

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

fostered a path of empowerment, in which the adult becomes the protagonist of his or her own training process.

Impact on partners and institutions

The experimentation has also generated positive effects at the organizational level, strengthening the know-how of the partners and the ability to cooperate at the European level.

Three main aspects emerged:

a) Educational innovation and digital integration

All partners have acquired advanced skills in the design and management of e-learning courses in the Moodle environment, improving the quality of their training practices. In particular, the collaboration between LIM and the other partners has fostered a transfer of technological and methodological skills that can be capitalized on in future projects.

(b) Development of evaluation and monitoring capacities

The experience of automatic tracking, feedback collection and data validation allowed the partners to experiment with data-driven evaluation tools in the context of adult education. This has strengthened the culture of internal monitoring and the ability to self-evaluate results.

(c) Cohesion and transnational exchange

The intense discussion activity during the Transnational Project Meetings and focus groups has consolidated a stable and equal network of collaboration.

The partners developed a common language, overcoming differences in approach and context and shared good practices that can be transferred to other educational and cultural fields.

Local and Community impact

In addition to the effectiveness within the project, the experimentation had visible effects in the local contexts of the three countries involved.

The course and its dissemination acted as catalysts for relations between cultural institutions, administrations, associations and citizens, stimulating new forms of collaboration and civic participation.



Co-funded by
the European Union

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

This result testifies that the impact of the project was not limited to the educational dimension, but contributed to the construction of territorial ecosystems of learning and cultural innovation.

Overall assessment compared to KPIs

Comparing the results obtained with the indicators set in the approved project, the general picture is positive:

- Quantitative KPIs (number of participants, completion rate, modules activated, events carried out) were achieved or compensated.
- Qualitative KPIs (satisfaction, transferability, collaboration) show levels of effectiveness that are higher than initial expectations.

Some technical aspects have been balanced during the course of the work by the partners whose improving attitude has transformed difficulties into opportunities for growth.

The project can, therefore, be considered an organizational learning model, capable of evolving during its implementation.

Sustainability and upcoming prospects

The partnership has already started to think about how to expand the experience of Cultural E-Competencies in Open Air through different follow-up actions:

1. Opening of the course to the European public via the project platform.
2. Creation of a MOOC (Massive Open Online Course) inspired by the contents of the model, intended for trainers, cultural operators and active citizens.
3. Collaborations with educational institutions and Erasmus+ networks to integrate the modules into the training catalogue for adults and professionals in the cultural sector.
4. Continuous updating of the Moodle platform, with the inclusion of new materials, testimonials and thematic forums to keep the learning community alive.

The impact assessment shows that the Cultural E-Competencies in Open Air project has achieved its aims: it has validated an innovative, accessible and transferable training model, strengthened the digital and cultural competences of European adults and generated long-lasting collaborative networks.



**Co-funded by
the European Union**

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

E-learning has confirmed its effectiveness as an autonomous and inclusive learning environment, capable of combining technological innovation, civic participation and cultural awareness. The online course is of quality and what matters most is that the partners have an open, dynamic and sustainable educational approach, which can continue to produce impact beyond the formal duration of the initiative.



Co-funded by
the European Union

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

Conclusions

The e-learning experimentation of the Cultural E-Competencies in Open Air project represented an experience of educational innovation and transnational cooperation of great value. Starting from the shared construction of the “Culture Builder” model to the creation of the training platform, the project has shown how digital culture can become a concrete tool for the enhancement of the cultural, environmental and social heritage of European communities.

The experimentation process made it possible to verify the consistency of the training model with the objectives of the project and with the priorities of the Erasmus+ program for adult education. The data collected confirm a full success of the test phase:

- 62 adult participants involved in the three partner countries;
- 98.4% completion rate, above the 80% target;
- 4 modules completed and validated, with an average of activities carried out between 95 and 98%;
- positive feedback on the usability of the platform and the quality of the materials (over 85%).

The course proved to be a space for meeting and exchange between different people, cultures and professional contexts.

The combination of digital approach, local dimension and European perspective produced an “expanded” learning effect, in which participants were able to connect theory, practice and personal reflection.

The main qualitative result of the project is the validation of the “Culture Builder” model as a reference for cultural training in a digital context.

The model has proven to be able to effectively integrate four fundamental dimensions:

1. Cultural: promoting the knowledge and enhancement of local identities as a lever for community development;
2. Digital: encouraging the acquisition of technological skills useful for communication and creativity;
3. Environmental: stimulating sustainable and conscious behavior;
4. Social: creating connections between people, institutions and territories through online collaboration.



Co-funded by
the European Union

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

The experimentation also highlighted the model’s ability to adapt to different levels of competence, making learning accessible even to users less familiar with digital tools.

The modular approach, based on short teaching units and interactive activities, fostered autonomous and motivated participation, which is key in the context of adult education.

The experimentation path offered the partnership valuable indications for the improvement and future evolution of the course.

Key lessons learned include:

- the centrality of the user experience: an intuitive and stable platform is an essential condition to ensure accessibility and continuity of participation;
- the strategic role of the community: the interaction between users, if stimulated and moderated, increases the effectiveness of learning and promotes the creation of lasting networks;
- the need for a structured feedback system: to systematically collect comparable data in different countries, to be integrated into future evaluation reports.

These elements are starting points for improvements aimed at the full opening of the course to the public and its continuous updating.

In the light of the experience gained, some recommendations are made for the continuation and exploitation of the project results:

1. Consolidate the Moodle platform as a permanent resource, keeping it online beyond the formal duration of the project and making the contents accessible in open learning mode.
2. Expand the network of stakeholders by involving new cultural institutions, local administrations, museums, libraries and civil society organizations interested in digital training and sustainability.
3. Integrate the course into European adult education catalogues, in particular on the EPALE platform, to increase its visibility and dissemination.
4. Strengthen the collaborative dimension, feeding the discussion forum.

With the conclusion of the experimentation, the partnership has started an intensive phase of dissemination and interaction with the project community, with the aim of enhancing the results obtained and preparing their future evolution.



Co-funded by
the European Union

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

Key actions planned for 2025 include:

- the activation of thematic forums and discussion groups on the e-learning platform, to encourage the exchange of good practices and discussion between participants from the three countries;
- the promotion of continuous interactions between users, trainers and stakeholders, so as to keep alive the network created during the experimentation;
- the publication and dissemination of the results through newsletters, conferences, local events with the aim of expanding the visibility of the model.

These dissemination activities are a point of project relaunch.

The data, feedback and experiences gained during the experimentation and focus groups will in fact form the basis for the development of the Guidelines of the new “Culture Builder”, a figure capable of combining digital, cultural and sustainable skills in a civic and European key.

At the same time, the partnership will work on the definition of the new concept of “Open Air Museum”, understood as a widespread educational ecosystem: a network of experiences, narratives and open cultural practices, built together with communities.

In this sense, the e-learning platform will continue to act as a laboratory of co-creation and active participation, where learning, territory and social innovation meet.

The Cultural E-Competencies in Open Air project represents a concrete example of how European collaboration can produce educational innovation, social impact and new opportunities for lifelong learning.

Experience has shown that digitalisation, if guided by a person-centred pedagogical approach, can become a powerful tool for inclusion and civic participation.

The partnership has been able to translate the vision of the “open-air museum”, where culture is a daily experience, into an accessible, stimulating and sustainable training course.

The e-learning course and the digital platform remain as a tangible legacy of this process: living, open and constantly evolving tools, capable of generating new connections between culture, technology and active citizenship.