



01 PROJECT

→ What is the use of this theme for a project?

The «Territory» module will help participants to develop their own ideas and projects on a defined territorial scale, and provide tools and methods to analyse the specific resources of the identified area

02 OBJECTIVES ET COMPETENCES

→ What will the participant be able to do with the contents proposed in the module ?



1. If it is at the idea stage :

- ✓ Define a course of knowledge and mapping of the area
- ✓ Identify the characteristics of a defined territorial area (resources, needs, partnerships, demography, participation)
- ✓ Define the progressive stages of territorial evolution (local, regional, national, European, global)
- ✓ Set up a communication plan (story telling) of the territorial dimension in relation to its own business idea



2. If it already has a project :

- ✓ Planning the territorial analysis of an area according to a consolidated, reproducible and comparable method
- ✓ Planning of a strategy of connection with the territorial elements of interest (consortia, partnerships, business groups, confederations, institutions)
- ✓ Planning the construction of a functional territorial network to develop/support your business idea
- ✓ Set up a communication plan (story telling) of the territorial impact/contribution of your business idea able to valorise the historical-identitarian components of the identified area

03 PROGRAMMES, SEQUENCE AND TOOL SHEETS



PROGRAM 1

Day 1

MORNING

sequence
S1

- Fears and expectations of the participants about the formative modulo "Territory"
- Discovering the vocabulary: (territory, territorial scale, culture, identity, resource) Discover a territory: treasure hunt, led by local participants.
- Discover a territory: treasure hunt, led by local participants
- Return from the treasure hunt: with resources.

Day 2

sequence
S3

- Visit a local entrepreneurial reality.
- Discover the difficulties of a territory; discover how to use it in order to develop an entrepreneurial activity.
- (preparation of a questionnaire, which allows all participants to face up the territorial reality so that they can analyse it.)

Day 3

sequence
S5

- Team activity: humanity library: describe the territory: Testimony of a resource person about the difficulties/ constraints which have determined the changes of the initial project.

LUNCH

AFTER NOON

sequence
S2

- Confronting exercise about the morning activity.
- Characteristics of the territory:
Resources
Needs
Partnerships
Demography
Participation

sequence
S4

- Feedback about the visit:
How to analyse?
How to get better?
- How to change the territorial change?
Which european dimension?

sequence
S6

- Evaluation with external and internal grid. Evaluation about: key concepts; Guides; Analysis.

Before taking part in this form, the participants should do some work about their own territory. One of the goals is to share their territory by communicating with others and also doing an exchange of typical food, traditional music, video, etc.



PROGRAM 2

Day 1

MORNING

sequence

S1

- What is a territory? Brainstorming.
- Comprehending a concept: one or more territory? The territorial scale issue.
- Comprehend the obstacles that will appear while discovering a territory: Territory and stereotypes. Territory and prejudices.

Day 2

sequence

S3

- Exchange of good practices. Visit to an entrepreneurial reality.

Day 3

sequence

S5

- Territory and culture. Territory and identity: indicators to analyse. What can I bring? How can I change my territory?
- How is it possible to have an inclusive approachment about the population of this territory? Development of intercultural skills in order to understand and analyse a territory.

LUNCH

AFTER NOON

sequence

S2

- Our representation of the territory and of the world.
- Guided visit to where the formation/activity takes place: one territory on the past, on the present and on the future.

sequence

S4

- Evaluation of the visit: analyze.
- Available resources of a territory: human, material, cultural.
- Partnership issue in a territory. Work in a team about the structure visited.

sequence

S6

- Evaluation: presentation of the european evaluation system and of the key skills in a european level. The youthpass: auto evaluation.



HOW WILL THE INTERCULTURAL DIMENSION BE ADDRESSED IN THIS MODULE

- ✓ The Territory module (in both training programs) promotes the European dimension as a contextual scenario and as an extended territorial area that defines (also with resources and regulatory tools) the development possibilities of a specific area in relation to others.

04 PROJECT EXAMPLES



Officine Culturali «Peppino Impastato» was born from the redevelopment of an old fruit and vegetable market, located in the historic centre of the city of Gravina in Puglia, thanks to the Regione Puglia's «Bollenti Spiriti» program. Throughout the Region, more than 150 disused buildings owned by municipalities such as disused schools, abandoned industrial sites, former monasteries, slaughterhouses, markets and barracks have been recovered to become new public spaces for young people. Together they form a regional network of spaces at the service of young people and youth policies.

The European Commission identified the Urban Laboratories project as a Best Practice for the European Year of Creativity and Culture 2009. In 2013, it was considered one of the 100 best urban regeneration experiences in Europe within the 100UrbanSolution initiative (European Commission - DG Regional and Urban Policy, 2013).

The management of the Urban Laboratory of Gravina in Puglia was entrusted, through a public tender, to the company «Il Grillo Editore». Publishing is the backbone of the urban laboratory, but the Officine Culturali offers young people cultural events (theatre shows, concerts, exhibitions), an internet point open morning and afternoon, a library where they can borrow classic and new titles, a study and reading room.

The workshop also has an open-air space called the «hortus», a public garden in a panoramic position overlooking the ravine and one of the city's historic quarters, which is used to host social and cultural events, seeking to combine a freely accessible cultural offer with particular attention to the weaker sections of the population (patients with mental problems, local children), with a view to tackling educational poverty, dropping out of school and social marginalisation.

