

NEWSLETTER #1

DIGITAL WOMANIST

Erasmus+ project

PROJECT DESCRIPTION

The digital revolution is having a strong impact on the way in which cultural contents are produced and accessed, as well as on the way in which the public interacts with culture, increasing the importance of making the territorial cultural system recognisable and appealing. The EC study "Women in the digital age" shows that in the EU only 24 out of 1,000 graduates have a specialization related to ICT - of which only 6 find work in the digital sector. In the EU, there are 4 times more men than women who complete ICT-related studies, and the share of men working in the digital sector is 3.1 times greater than that of women. It is estimated that for the EU economy the annual loss of production linked to women abandoning jobs in the digital sector is approximately €16.2 billion.



DIGITAL WOMANIST
01000100 01010111



Co-funded by the
Erasmus+ Programme
of the European Union

A study conducted in ES by PLAN INTERNATIONAL and the PWC FOUNDATION highlights that, although young girls are the most numerous users in new technologies, the perception is that it is young boys who are more involved. The study also reveals that the majority of young girls receive less training for IT careers in their educational setting and that their learning is "self-taught". From the "EUROPEAN GIRLS IN STEM" research conducted by MICROSOFT with the LONDON SCHOOL OF ECONOMICS, it is important to offer girls opportunities for discussion with industry professionals and training experiences to seize the concrete opportunities arising from technological innovation.

The new Curriculum will be designed starting from a qualitative and quantitative survey of the HE curricula offer system conducted by the partners with RESEARCH which is: -DESK of those already existing and/or related to the target skills - FIELD conducted through 10 Focus Groups with the involvement of: • 3/5 HE partner referees to analyse the training offer of the humanities faculties, highlighting strengths/areas for improvement to equip students with the aforementioned skills • 3/5 representatives of cultural organizations to detect the need for skills of digital transformation processes and guide the response of university systems • 3/5 female students to identify the main obstacles to be removed/contained to reduce the digital gender divide. These activities will be carried out with the use of a METHODOLOGICAL GUIDE which will contain criteria and tools to identify needs, steps to implement the FG and collection, analysis and reporting.

EXPECTED RESULTS

- The establishment of an international multi-actor network between academic centres, research and development centres of methodologies and technologies for teaching/learning, enterprises/business organizations in the public and private cultural sector that integrates academic, technological, methodological and productive expertise to adapt HE programs to the current and prospective needs of the labour market.
- Implementation, within the HE partner offer systems, of a new university curriculum of "Digital Womanist", as an international, integrated and permanent teaching framework, which, through innovative methodologies based on interactivity, flexibility and adaptability to the needs of the beneficiaries and the productive/employment fabric, will allow the development the target digital hard skills of the students of humanistic background (PRI).



- Digital integration of learning activities (PR2) with access to: a) A plurality of interactive video training pills (OER), to be accessed freely online for at least 2 years from project end to increase digital hard skills related to augmented and virtual reality, app development and minigames, to valorise the cultural assets of the area b) The "DIGIT" Educational TV Programme as a serial, interactive, digital learning environment where a trainer filmed in a Green Room" introduces the topics related to a specific skill of the curriculum.
- Involvement of a panel of at least 90 female students (20IT, 20ES, 20EL, 15RO, 15CZl) in the experimentation of a blended training course, based on the following dimensions: a) Cognitive (learning by thinking) mixing classroom seminars and e-learning with the use of digital upskilling OER; b) Operational (learning by doing) with laboratory sessions held by the partnership teachers benefitting from the LTTA to support female students in the conception, design and implementation of digital solutions in AR, VR, gamified and interactive apps; c) Behavioural (learning by acting), through a work-based learning session, where the students will be called to personally face and solve real problems of a relational, negotiation, planning, managerial and technological nature, becoming the protagonists of the entire prototype implementation process.
- Achievement by a pool of partnership teachers, as a result of the LTTA, of a methodological alignment to hold the laboratories by applying the transformational Team coaching model to guide the students in the implementation of digital solutions and accompany them in the WBL sessions.
- The creation of a Toolkit (PR3) containing: a) an as is-to-be analysis model (PR3) that female students will have to carry out at partner companies and/or in companies sought by the partnership to identify the most suitable digital solutions to accelerate the digital transition of their offer system that will be prototyped in the Digital Solutions Design Lab and concretely created and introduced in the company during the WBL sessions. b) the guidelines for conducting the workshop sessions by applying the methodological model of transformational Team coaching to guide the female students in the creation of digital cultural communication prototypes.
- Identification of the opportunities foreseen by the regional, national and community calls, to implement and transfer the results in new contexts.



THE PARTNERSHIP

The academic system

UNIVERSITY OF SALERNO

www.unisa.it

contact person: prof. F. Colace

fcolace@unisa.it



UNIVERSITÀ DEGLI STUDI
DI SALERNO

The University of Salerno ("UNISA") is ideally linked to the oldest academic institution in the Old Continent: the Schola Medica Salernitana. Founded in the eighth century AD, the School reached its peak between the 10th and 13th century. In addition to medicine, its lectures included philosophy, theology and law. The School, which earned Salerno the title of Hippocratica Civitas (City of Hippocrates) after the famous Greek physician and treatise writer, was closed by royal decree in 1811 under Joachim Murat's Napoleonic government. In 1944, by decree of king Victor Emmanuel III, the Istituto Universitario di Magistero "Giovanni Cuomo" was founded. This became state-owned in 1968, changing its name into Facoltà di Magistero dell'Università degli Studi di Salerno. Within a few years, the Faculty was joined by many others, which contributed to the formation of a major university. The Faculty of Arts was established in 1969. This was followed by the Faculty of Economics (1970); the Faculty of Mathematical, Physical and Natural Sciences, and the Faculty of Law (1972); the Full Degree in Engineering (1983); the Faculty of Pharmacy (1991); the Faculty of Political Science (1992); the Faculty of Foreign Languages and Literature (1996); finally, the Faculty of Medicine and Surgery (2006). As of 1987, the University is located in the town of Fisciano, a few kilometers from Salerno, at the junction of motorway intersections that make it central and easy to reach. The university is a very large compound in continuous expansion, covering around 100,000 square metres. Organized in the form of a campus (comprising the campuses of Fisciano and Baronissi), the university is equipped with residence halls for students and teachers, and boasts modern facilities and efficient services for orientation, teaching, studying and leisure activities. It currently counts about 40,000 students from Campania, Basilicata, Calabria and Apulia.



**The Partnership
involves 8
partners from 5
EU Countries
(Italy, Romania,
Czech Republic,
Greece and
Spain)**



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

The academic system

UNIVERSIDAD DE ALICANTE

<https://www.ua.es/>

contact person: prof. D. Tejerina

daniel.tejerina@ua.es



Universitat d'Alacant
Universidad de Alicante

The University of Alicante was founded in 1979 and today it hosts more than 29.000 students 2.500 of them are international students and offers more than 39 undergraduate and 78 postgraduate programmes: consequently, it is proportionally the fastest growing university in Spain. The University houses 227 research groups in Social and Legal Sciences, Experimental Services, Technological Sciences, Human Sciences, Education and Health Sciences and 17 Research Institutes. The University employs over 2.600 researchers / professors and administrative staff The UA is firmly interlinked with its socio-economic environment, it is considered to be a point of reference for many companies to which it provides technical assistance, student training programmes and continuous programmes and participates, as partner or coordinator, in a large number of research cooperation projects from different funding programmes, such as: H2020, COSME, LIFE +, DAAD, ERASMUS+ etc. Its particular field of interest lies within the context of international cooperation and the training of university management staff to contribute for the development of their international status and networks. The UA is a dynamic university with strong international orientation. It has a wide network and cooperates with universities and other stakeholders from over 90 countries worldwide. Since 2001, the National Evaluation and Accreditation Agency (ANECA) have launched a complete strategy to be fully in line with European Quality standards for both service and study programme prevision as well as the one related to the academic/research staff and students, mainly supported by the Technical Quality Unit (UTC). In addition to this, UA has an efficient system of innovation support measures in place, including units such as: Technology Transfer Unit and Research Management Service, where all academic and research staff are guided in terms of innovation, technology transfer, Intellectual Property, entrepreneurship, national/international research activities, etc.



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

The academic system

UNIVERSITY OF BUCHAREST

<https://unibuc.ro/>

contact person: **prof. Prof. Dr. Raluca Rădulescu**

raluca.radulescu@ls.unibuc.ro



The University of Bucharest is one of the most important universities in Romania and in the South-East of Europe. In its over 150 years of existence, the University of Bucharest has gained solid national and international prestige. As it is the first existing Romanian institution to ever reach the top 600 universities of the world. The University of Bucharest covers the fields of Human and Social Sciences, Natural Science and Engineering, Exact Sciences (Mathematics and Computer Science). The University of Bucharest offers several study programmes, on all levels and means of university education: there are 97 bachelor programmes, 215 master programmes and 22 doctoral programmes. All of these are accredited or authorised. The University of Bucharest also holds the TIFFIN EMBA master programme. The diplomas awarded by the University of Bucharest are recognised in most of the countries around the world. Within the University of Bucharest there are study programmes organised in collaboration with other prestigious universities abroad. The graduates of these programmes may receive diplomas from both the University of Bucharest and from the partner universities. The international programme ERASMUS, and the 246 constant partnerships with 53 countries have contributed to the raising of educational standards and to many FP7 and “Life Long Learning” projects. The University of Bucharest is proud of a great and very strong student culture as there are 17 faculty student associations, federated as the ASUB, and branches of some international student associations. These work in partnership with the University of Bucharest. They organize events, concerts, campaigns, and conferences, constantly making their contribution through voluntary activities. The students are an inexhaustible source of energy and UB supports their projects, offering the necessary resources for these to take shape.



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

The academic system

UNIVERSITY OF OSTRAVA

<https://www.osu.eu/>

contact person: prof. Prof. Dr. Daniela Rywiková

daniela.rywikova@osu.cz



The University of Ostrava (UO) is a public research university educating nearly 9,000 students in six faculties. Our Faculty of Science, Faculty of Arts, Faculty of Fine Arts and Music, Faculty of Medicine, Faculty of Social Studies, and Faculty of Education offer a wide variety of disciplines and unconventional combinations of majors. As a dynamic and intellectually challenging modern institution the University of Ostrava provides an international environment in which to study. Our campus is spread primarily throughout the old city centre providing a stimulating environment to contemplate the living arts and sciences. Teaching at UO is research-driven, and its programmes are often taught by active researchers. The small size of the university and its relative youth (founded in 1991) allows for a strongly individual approach to our students and flexible reactions to the needs of a modern society and labour market. The university offers high quality education and many possibilities for those who wish to fulfil their visions: whether in language study, founding a student organisation, or gaining practical experience. The university actively searches for opportunities for students to raise their qualifications and help them commence their careers. The UO and its faculties, student organisations and scientific institutes establish and promote hundreds of public events every year; which include free workshops, lectures, seminars, experiential events, scientific adventures, charitable events, international gatherings, sporting and cultural events, art exhibitions, happenings, alumni reunions, concerts, and theatre plays.



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

The academic system

UNIVERSITY OF PELOPONNESE

<https://www.uop.gr>

contact person: prof. Athanasios Anastasiou

athanastas@uop.gr



The University of Peloponnese was established by Presidential Decree 13/2000. It is headquartered in Tripoli and is developed at the level of Integrated Schools in the five capitals of the Peloponnese Prefectures. The University was inaugurated on September 20, 2002 with the opening of the Department of Computer Science and Technology and the Department of Telecommunications Science and Technology of the School of Science and Technology. The purpose of the University of Peloponnese is to make a creative contribution to the development of higher education in the Greek region, with high quality standards that meet the contents of study, research and teaching in a contemporary, international and European context.



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

Training and Consultancy Agencies

ARTYKEL CREATIVE FORM S.R.O.

<http://artykel.org/>
contact person: Lukas Cetera
lukas@artykel.org



Artykel Creative Form (ARTYKEL) is a centre for further education and vocational training based in Prague. ARTYKEL was established in 2009 as an open initiative of artists and technological geeks to help students and fresh graduates within their career progress with focus on new technologies, creative industries and digital competencies. Through workshops, meetups and community development we have been supporting students of ICT and Art schools to receive practical experience and functional skills relevant to job market demands. In 2018 the initiative ARTYKEL has transformed into legal entity fusing with training organization EDUART Projects s.r.o. merget together and settled up full service agency providing vocational training, workshops in field of Art Technology and Science. ARTYKEL had become a recognized training centre and international partner of schools -Colleges, Vocational schools and Universities in Creative and Technology fields: In non-formal vocational education projects we are implementing training and mobility as tools to support of education process and manage the transition from school to labour market. The aim of Artykel organization is to step further and implement futureline trends as Internet of things, Augmented Reality or Sustainable eco projects implementation. The range of disciplines is equally diverse, including digital technologies, design, visual communication and multimedia. Also, we participate in EU projects as the intermediary organization with wide network of cooperating hosting organizations and technological companies where students and staff might undertake a work experience and job-shadowing. Our mission is to deliver an updated skillset in new technologies, facilitate the creative mind-set of young people and thus prepare them for the future.



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

Training and Consultancy Agencies

THE CHAMBER OF COMMERCE AND INDUSTRY OF ROMANIA

<http://artykel.org/>

contact person: Cristina Ionescu

cristina.ionescu@ccir.ro



THE CHAMBER OF COMMERCE AND INDUSTRY OF ROMANIA (CCIR) is a non-governmental, autonomous, non-profit, public utility organization with legal personality, which represents, supports and defends the general interests of the Romanian business community. The role of CCIR is to promote and pursue the development of industry, trade, services and agriculture, in accordance with the requirements of the market economy. The CCIR is an important partner of the public, local and central institutions, dedicated to providing innovative solutions to public policies, consolidating both the network of its members and the success of the business community as a whole. The Chamber actively participates in Committees and working groups set up at the Government level; Parliamentary, governmental and presidential advisory bodies, while carrying out cooperation agreements with over 170 organizations worldwide. At a global level, CCIR is an active member, with full rights of the following internationally representative organizations: ICC - International Chamber of Commerce; Eurochambres - Association of European Chambers of Commerce and Industry; ABC - Association of Balkan Chambers of Commerce and Industry; BSEC-BC - Business Council of the Black Sea Economic Cooperation Organization. The lawful members of CCIR are the 42 county Chambers of Commerce and Industry and the associated members are legal entities registered in the Register of associations and foundations, representative at a national level. The Chambers represent approximately 15.000 companies at a national level, majority of them SMEs.



Co-funded by the
Erasmus+ Programme
of the European Union

THE PARTNERSHIP

Training and Consultancy Agencies

CONFORM

<https://conform.it/>

contact person: **Alfonso Santaniello**

direzione@conform.it



CONFORM S.c.a.r.l. has been operating since 1995 at national and international level, promoting research projects, training plans, with formats in presence, experiential and e-learning, consulting activities for companies and PA, drafting of traditional communication plans and with the use of new media, audiovisual and film productions, realization of VR, AR and MR solutions and games, development of gamification and game-based marketing strategies, with the support of expert staff and a team of trainers, consultants and managers, bearers of successful experiences, as well as a dense network of relationships, with over 250 national, European and international partners.



Co-funded by the
Erasmus+ Programme
of the European Union

NEWSLETTER #1

DIGITAL WOMANIST

Erasmus+ project



DIGITAL WOMANIST
01000100 01010111

digitalwomanist@unisa.it



Co-funded by the
Erasmus+ Programme
of the European Union

Digital Womanist, agreement n. 2021 – 1 – IT02 – KA220 – HED – 000032111

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein