

Creativity and Visual Communication as innovative tools for adult teaching on Environment protection and sustainable tourism

Why this course

SOCIAL COMMUNICATION is a form of education that goes over the simple transfer of a message on a particular issue, but promotes its critical understanding. Within social communication, VISUAL COMMUNICATION is an instant tool to transfer to everybody, in a easy and friendly way, complex concepts linked to social and cultural themes.

The training activity will focus on social communication and its creative forms (in primis visual, ICT and multimedia) as innovative methodologies to educate adults on ENVIRONMENT VALUES.

Innovative ways need to be disseminated to educate adults on these concepts, making them comprehensible and adaptable to daily life. A focus on SUSTAINABLE TOURISM has been included considering the importance of educating environmentally-responsible citizens and tourists.

Objectives

The objective of this course is to give participants the possibility to explore new forms of communication as creative informal learning tools for adult education on the issues of sustainable development, environment and sustainable tourism, in order to be able to transfer the concepts in the organization / context they work in.

The expected results is that at the end of the course participants are:

- More aware about the issues of sustainable development - under a European point of view
- More aware about the potential of social and visual communication as informal teaching tool

Methodologies

The course aims to integrate classical front lessons with other learning methodologies.

Front lessons will be used mainly to transfer technical / specific knowledge that participants are unlikely to have already acquired. Front lessons will be integrated with the presentation of case-studies and examples in order to make the lesson more concrete. In this framework, some space will be devoted to the presentation of examples brought by the participants themselves, representing their culture and their context.

In addition, these interactive methodologies will be used:

- Peer learning: each participant shares with the others some knowledge and experiences, as well as practical examples from his/her context
 - Brain storming and working groups: in order to discuss and understand how technical knowledge acquired can be put into practice in daily teaching activity and transferred to colleagues.
- Finally, some visits to local institutions will be organized.

Dates and location of the training events

1st Session

Location: Brussels (BE)
European Academy Network
Dates: 16 – 20 May 2011

2nd Session

Location: Dolo - Venice (IT)
Enaip Veneto
Dates: 13 – 17 June 2011

Deadline for the Grundtvig grant: 14 January 2011

3rd Session

Location: Brussels (BE)
European Academy Network
Dates: 17 – 21 October 2011

4th Session

Location: Dolo - Venice (IT)
Enaip Veneto
Dates: 14 – 18 November 2011

Deadline for the Grundtvig grant: 29 April 2011

5th Session

Location: Turin (IT)
IAAD
Dates: 23 – 27 January 2012

6th Session

Location: Turin (IT)
IAAD
Dates: 20 – 24 February 2012
Deadline for the Grundtvig grant: 16 September 2011

All sessions will start at 14.00 on Monday and finish at 13.00 on Friday.

Participation fee : 750€

Working language: English

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Preparation

- Participants will be provided with an English lexicon related to the course themes
- Participants will be requested to fill a questionnaire in, to verify their basic knowledge on EU policies on sustainable development, and on key concepts of social communication.
- Participants will be requested to collect:
 1. some information regarding the general attitude toward sustainable development and environment in their context;
 2. Some examples of visual and social communication connected to environmental issues in their Country / region. These information and materials will be shared with other participants during the course, in order to make it more interactive and to create peer-learning opportunities.

Follow-up

Ex- post evaluation questionnaire.

This questionnaire will be given to participants the last day of the course and it will be aimed at:
- collecting participants' opinions about the course and its contents, logistic organization, teaching methods, teachers, materials provided;
- assessing to which degree the course succeeded in raising participants' knowledge and teaching competences in the specific matters of public tenders.

One-year-after questionnaire.

This questionnaire will be distributed via e-mail to participants one year after the end of the course with the aim of assessing to what extent participants were able to put into practice what they learned and the impact in their teaching activity and in their organization. It will also have the aim to verify if participants feel the need of further discussion and study on the subject

Maintaining relations amongst the participants

One of the main results of this training activity is expected to be the meeting opportunity with other peoples from different countries, a mutual enrichment, and the exchange of ideas and experiences. This result is even more important if participants continue this exchange also after the end of the course. In the closing session participants will be invited to evaluate the opportunities offered by social networking and open-source groupware tools, to create virtual communities allowing them to keep in contact and to inform each other on achievements and experiences at local level.

Type of certification awarded

Certificate of attendance including description of training content and time input

Teaching team

The team will be composed of: teachers of IAAD expert in Social Communication and Visual communication; officers of the EU Institutions (Session in Brussels) and EU policies experts on sustainable development and sustainable tourism.



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industrial design

interior and furniture design

advertising and graphic design

MODULES

DAY 1

OPENING SESSION

Arrival and registration of participants, Presentation of the course, Presentation of the participants

MODULE 1 – EUROPEAN POLICIES ON SUSTAINABLE DEVELOPMENT

Aim: put the issue of sustainable development in a European framework.

FRONT LESSON

- the EU Sustainable Development Strategy
- the role of citizens as consumers in sustainable development
- the Sixth Environment Action Programme of the European Community 2002-2012
- the Agenda for a sustainable and competitive European tourism

DAY 2

MODULE 2 – CONCEPTS AND METHODOLOGIES ON SOCIAL COMMUNICATION

Aim: highlight the pedagogical value of social communication in informal learning. Particular focus on visual communication

FRONT LESSON with particular focus on visual communication; pedagogical value of social communication in informal learning.

MODULE 2 - CASE-STUDIES AND EXAMPLES

(through ICT and audiovisual materials)

Aim: give concrete examples on how creative and innovative forms of social communication can be used as efficacious instrument of informal education on sustainable development and sustainable tourism.

Examples brought by organizers and participants.

DAY 3

MODULE 3 – SUSTAINABLE PRODUCTION AND CONSUMPTION MODELS

Aim: transfer information on citizens' role and responsibilities as consumers; best practices in sustainable consumption patterns.

(Turin session) VISIT to the scientific and technological EnviPark + LESSON on sustainable production and consumption models.

(Brussels session) FRONT LESSON on sustainable production and consumption models + VISIT to the European Parliament.

(Venice session) FRONT LESSON on sustainable production and consumption models + VISIT to a best practice in sustainable tourism in the hosting location

DAY 4

WORKING GROUPS

to develop an example of visual communication on a particular theme connected to sustainable development / sustainable tourism

DAY 5

WORKING GROUPS

Conclusion of works; presentation of the works of each group

MODULE 4 - Information sources to keep updated on the course issues

1. EU official websites on policies, legislation, EU initiatives and networks;
2. Sources on social communication

CLOSING SESSION

Sharing intents to guarantee the course follow-up; distribution of certificates of attendance; conclusions.



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