

## BLENDED LEARNING BEST PRACTICES

<h3>DigitalCulture - Improving the Digital Competences and Social Inclusion of Adults in Creative Industries</h3> <p style="text-align: center;">ERASMUS+ KA2, Strategic Partnership, no. 2018-1-RO01-KA204-049368</p>	
<b>October 2018 – March 2021</b>	<b>Partnership</b>
Element	Guiding questions
<b>Type of document</b>	Integrated virtual learning hub and the guidelines available on the project website
<b>Publisher</b>	Partnership organisations: UPT POLITEHNICA UNIVERSITY OF TIMISOARA, Romania UNIROMA3 UNIVERSITA DEGLI STUDI ROMA TRE, Italy AAU AALBORG UNIVERSITET, Denmark UNI GRAZ UNIVERSITAET GRAZ, Austria DCU DUBLIN CITY UNIVERSITY, Ireland TM2021 Asociatia Timisoara Capitala Culturala Europeana, Romania JME Associates Ltd, UK NADE NATIONAL ASSOCIATION OF DISTANCE EDUCATION, Lithuania
<b>Target audience</b>	Adult learners with low digital skills and low-qualified adults involved in the creative industries
<b>Field</b>	<ul style="list-style-type: none"> <li>- Education</li> <li>- Enterpreuneship</li> </ul>
<b>Objective</b>	The project aims to create a sustainable and efficient education program dedicated to adult learners with low digital skills and low-qualified adults involved in the creative industries sector.
<b>Location /geographical coverage</b>	The material can be accessed on the platform: <a href="https://digidculture.eu/">https://digidculture.eu/</a> in 6 languages (all partner languages) and can be accessed by anyone interested.
<b>Introduction</b>	<p>The project addresses a gap in creative industries (CI) education where there is low emphasis on the use of new digital technologies, entrepreneurship (project management) and both recent graduates and existing employees lack important skills.</p> <p>The DigiCulture – Improving the Digital Competences and Social Inclusion of Adults in Creative Industries – project aims to create a sustainable and efficient education program dedicated to adult learners with low skills in the creative industries from Romania, Italy, Austria, Denmark, Lithuania, UK and Ireland.</p> <p>Gaining digital skills will improve career opportunities by providing access to new marketing tools, new distribution markets through Internet access and ecommerce, and adding the possibility of new forms of digital expression to their work.</p>

<b>Stakeholders and Partners</b>	<p>The project targets young adults who are unemployed, staff and volunteers of European Capitals of Culture, creative industries adults with low digital skills, at levels of seniority, experience or level of craft, actors in traditional skills activities, museums, media, architecture, humanities. Many cultural actors are not attached to any formal institution, being freelancers, members of disadvantaged groups (unemployed, with mental health problems, disabilities or economically challenged) or from minority groups.</p>
<b>Financing Body</b>	<p>The project is co-funded by the Erasmus+ Programme of the European Union, grant no. 2018-1-RO01-KA204-049368</p>
<b>Context</b>	<p>The shortage of digital skills in Europe reported in 2016 in “European Digital Progress Report EDPR” of European Commission: 45% of Europeans have insufficient or no digital skills. Based on the Digital Economy and Society Index (DESI) index of 2017 there are big differences between the countries that are partners in this project. Denmark has one of the most advanced digital economies in the EU, while Lithuania and Austria are in the middle, but Romania and Italy have the lowest scores on the DESI. Studies performed in the cultural and creative industries, in the autumn of 2016, 2017 in partner countries showed a large majority scoring lower or basic level for the 21 digital competences. The reasons driving this skills shortage are not hard to identify. The usage of web, mobile, social and analytical tools is permeating the length and breadth of the culture, creative industries, areas which until recently have been reluctant to embrace the use of the new technologies. Eurostat 2017 identifies young adults from the CI as the most at risk for unemployment from the 22-36 yo, and lack of entrepreneurial and digital skills.</p>
<b>The main objectives</b>	<ul style="list-style-type: none"> <li>• To enhance awareness of the need for training in digital skills for the creative industries</li> <li>• To design and validate cross-country Guidelines for Digital Competences for Creative Industries</li> <li>• To create an Integrated Virtual Learning Hub as an online and mobile</li> <li>• To design, develop and deliver a Digital Skills and Social Inclusion for Creative Industries Course, OER translated into all partners’ languages, delivered as a mix of blended learning course and, a fully online MOOC type course for the target group</li> <li>• To provide engaging and effective learning experiences in the Digital Skills for CI course</li> <li>• To enhance collaboration between education providers, universities, cultural and heritage institutions and associations, cultural actors, workers and volunteers</li> </ul>
<b>The description of the practice</b>	<p>The project focus on openness and inclusive in education. It involves the use and development of an open online and mobile course Digital Skills and Social Inclusion for Creative Industries, built as a Massive Open Online Course (MOOC), an innovative adult educational program of 13 modules available in English, Romanian, German, Italian, Lithuanian, Danish and Gaelic, integrating new Open Education Resources (OER) and accessible to people with limited digital skills.</p> <p>The courses cover the following topics:</p> <ul style="list-style-type: none"> <li>• Internet, World Wide Web and introduction to the digital world</li> <li>• Digital Content &amp; Publishing</li> <li>• Data Protection and Open Licenses</li> </ul>

	<ul style="list-style-type: none"> <li>• Digital Curation – Digital Libraries and Museums</li> <li>• Digital Safety, Security and Ethics</li> <li>• Digital Storytelling</li> <li>• Digital Audiences, Digital Analytics</li> <li>• Social Media for Culture</li> <li>• Augmented and Virtual Reality</li> <li>• Mobile Apps and Mobile User Experience</li> <li>• Digital Management in Culture</li> <li>• Online and Mobile Digital Media Tools</li> </ul> <p>Which are then subdivided into smaller sub-topics/lessons.</p>
<b>Outcomes of the practice</b>	The project directly trained 1,200 people online and through blended learning. A further 25,000 people – members of local communities, adult education centres, universities, associations which support enhancing digital skills, policy makers and local and regional government bodies – a significant group which benefited indirectly from activities organised by the project.
<b>Success Factors</b>	Openness, willingness to learn
<b>Constraints</b>	Available only in certain languages.
<b>Lessons learned</b>	The material developed is very usefull and also can be adapted as a model for creation of some other blended training.
<b>Sustainability</b>	The material is ready to use and free of charge. Therefore no costs occur for potential users. The only investment is the time of the educators to deal with the features and the handling before using.
<b>Development of the practice</b>	The material will remain available online and usable free of charge and may serve as a starting base for further projects. Course material can be adapted and used by the teachers who are willing to improve their skills free of charge only by registering on the platform.
<b>Conclusion</b>	The material developed is very usefull and also can be adapted as a model for creation of some other blended training.
<b>Related resources that have been developed</b>	All the materials developed are available on <a href="https://digidigitculture.eu/en/courses/">https://digidigitculture.eu/en/courses/</a>
<b>Language(s)</b>	English, Romanian, Italian, Dannish, German, Lithuanian
<b>Contact details</b>	
<b>Name</b>	DIGITALCULTURE
<b>Company/Institution</b>	Partnership
<b>Website</b>	<a href="https://digidigitculture.eu/en/project-summary/">https://digidigitculture.eu/en/project-summary/</a>
<b>E-mail</b>	diana.andone@upt.ro