

# Partners:



Asturia vzw

**Idrisi Cultura e Sviluppo** is the Lead Partner for Project **BUCOLICO, Building Community Resilience through Communication & Technology** - a Key Action 2 (KA2) Strategic partnership for Adult Education, funded by the Erasmus+ Programme.

The Project aims is to bolster the integration of young adults into the work arena and to prevent them from being socially excluded by means of a digital and entrepreneurial upskilling educational model. With a score of 96/100, **BUCOLICO** ranks 5th in the 2020 Italian Erasmus+ Adult Education proposal round.

While KA2 foresees to improve and extend the supply of high quality learning opportunities for all adults, **BUCOLICO** will primarily address the young adults Neither in Employment or in Education or Training (NEET) aged 15 to 29, living in rural areas. As such, **BUCOLICO**'s 5-country Partnership will devise six Intellectual Outputs tailored to facilitate labour participation and market access.

Project code:

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Project Coordinator:

**Idrisi Cultura e Sviluppo**

**Via Villa Heloise 21 – 90143 Palermo – Italy**

Email: [info@idrisiculturaesviluppo.org](mailto:info@idrisiculturaesviluppo.org)

[www.bucolico.eu](http://www.bucolico.eu)

# Bucolico

Building Community Resilience  
through Communication & Tecnology



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Idrisi Cultura e Sviluppo is a non-for-profit organisation originating from its founders' many years of experience in the field of professional training and education. It includes experts in the fields of professional training, strategic consultancy, business management, intellectual services, active labor market policies, visual communication, the arts, the natural and cultural heritage, all of whom were inspired by the belief that culture and life-long education are the decisive stepping stones towards individual and societal fulfillment. As lead of BUCOLICO, its staff will provide their expertise as well as the ability to create consistent relationships drawing on the on their prior domestic and international advisory work.



BUCOLICO's keyword is **innovation**:

- **Technological Innovation:** both the digital and entrepreneurship curriculum, the digital and entrepreneurship package for seniors, the OER platform and lastly the business gaming mobile App will be structured as a MOOC, ranging from Artificial Intelligence to digital analytics and social media management
- **Transgenerational Innovation:** interventions will reach out across the age-pyramid. NEETs will be the project's primary beneficiaries both as early receivers of educational actions and as their co-disseminators. Accordingly, they will transfer their newly acquired digital knowledge to second beneficiaries: mature adults willing to up-step their productivity and senior citizens
- **Social and Geographical Innovation:** Drawing on UNICEF Italian Committee's definition that NEETs are "an indicator of unsatisfactory quality of life", the set of actions will use a positive training approach to break NEETs' learned helplessness and equip them with a renewed propulsive mindset

**BUCOLICO** will be implemented in five European countries: Italy, Spain, Poland, Belgium and Greece. The different skills and competences of partners will satisfy the successful development, implementation and dissemination of the Project. They are:

- Internet Web Solutions IWS, in Spain
- Fundacja Ad Meritum, in Poland
- Asturia vzw, in Belgium
- Innovation Frontiers IKE, in Greece

1. **Bucolico Junior Digital Curriculum:** a new curriculum for adult learning with a focus on digital technologies composed by five modules (Digital skills primer, Artificial intelligence, Web and Social Media Management and Marketing, Mobile, User Experience).
2. **Bucolico Junior Entrepreneurship Curriculum:** a curriculum for adult learning based on entrepreneurship, mentoring and role-models: the Partnership will coordinate selected entrepreneurs to make them act as mentors and life-models for the young excluded social groups.
3. **Bucolico Senior Digital & Entrepreneurship Package:** a training path to be built up on the basis of the adult schools' needs for adults (30-64) and seniors (+65). The IO will include a guide, supported by new teaching methods, on how to build successful digital and entrepreneurial paths.
4. **Bucolico OER E-learning Platform:** BUCOLICO's online ePlatform which will function as the Open Educational Resource for target groups to access BUCOLICO materials and resources emerged from the two curriculum for adult learning mentioned above and from the Digital & Entrepreneurship Package for Senior users.
5. **Bucolico Mobile Business Gaming App: a business game app:** the users can create their own avatars in a game setting to explore and find the best entrepreneurship solutions in several case studies.
6. **Bucolico Handbook:** digital and material document which will provide an overview of the findings drawn from the early testing of this new learning standard.

The Erasmus+ logo is displayed in white text on a blue background. The background features a stylized city skyline with various building heights. The logo is positioned in the lower right quadrant of the page, partially overlapping the field of flowers.

# Erasmus+