

## ALLEGATO I – ELENCO DESTINAZIONI E REQUISITI IV FINESTRA DI CANDIDATURA

Versione 2 del 25/09/2023

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<b>Branding strategy for sustainable tourism – Francia</b>	
<b>Informazioni generali</b>	
Date della mobilità fisica	<b>Dal 13/11/2023 al 18/11/2023</b>
Posti disponibili	3
Luogo della mobilità fisica	<b>F CHAMBER01 Université Savoie Mont Blanc (Annecy, Francia)</b>
Finestra di candidatura	Dal 25/09/2023 al 10/10/2023, ore 12.00
Componente virtuale	Fine settembre – dicembre 2023
Profilo del/la partecipante	Studenti e studentesse iscritte/i a un corso di laurea triennale, iscritte/i almeno al secondo anno, in ambito di Marketing e/o Management.
Numero di crediti riconosciuti	4 ECTS
Lingua	Le visite e i corsi saranno tenuti in inglese. Lingue di lavoro: francese, spagnolo, olandese e inglese.
Requisiti	Consocenza della lingua inglese – livello B2 - necessaria per seguire le lezioni e lavorare in modo indipendente.
Data per la valutazione del punteggio di merito	10/10/2023
<b>Programma</b>	
Titolo	Branding strategy for sustainable tourism
Breve descrizione a cura dell'università ospitante	The students will have to design and present a brand strategy for a mountain tourist destination to help it attract an international public matching the customer target, with the aim of positioning itself as a European destination.
Programma a cura dell'università ospitante	The programme will be divided into three phases:  Preparatory work from September to November 2023 in the form of market surveys among potential tourists in each of the countries taking part in this BIP, particularly concerning their travel expectations and their perception of the tourist destination studied.  Instructions will be given in September during an online course. Then, the teams will meet weekly with teachers assigned to monitor the teams. Each meeting will focus on a specific theme and will use video content recorded in advance by

the teachers taking part in this BIP on a specific topic related to the skills needed to successfully complete the project.

There will be an intensive week of study and analysis during the mobility, scheduled from 13 to 18 November 2023. It will cover project management courses, analysis work and multicultural teamworks. Two deliverables are expected during this intensive week: the preparatory work and deliverable 2.

Working independently for 4 weeks in preparation for the final online presentation (mid-December 2023). This multicultural teamwork will enable the students to finalise and formalise a feedback video and put forward managerial recommendations.

Per gli studenti e le studentesse vincitori/trici della meta, l'università ospitante coprirà le spese per l'alloggio per la durata della mobilità fisica del BIP.

Maggiori informazioni saranno fornite successivamente.

<b>Entrepreneurship and sustainability in the cultural / creative industries – Romania</b>	
<b>Informazioni generali</b>	
Date della mobilità fisica	<b>Dal 13/11/2023 al 17/11/2023</b>
Posti disponibili	3
Luogo della mobilità fisica	<b>RO – TIMISOA01 Universitatea de Vest din Timișoara (Romania)</b>
Finestra di candidatura	Dal 25/09/2023 al 10/10/2023, ore 12.00
Componente virtuale	Ottobre 2023
Profilo del/la partecipante	Studenti e studentesse iscritte/i a corsi di laurea triennale, magistrale, magistrale a ciclo unico e dottorato nei seguenti ambiti: design, arte, beni culturali, marketing e management.
Numero di crediti riconosciuti	3 ECTS
Lingua	Inglese
Requisiti	<p>Conoscenza della lingua inglese – livello B2 del quadro di riferimento europeo per la conoscenza delle lingue – necessaria per seguire le lezioni e lavorare in modo indipendente.</p> <p><b>Attenzione!</b> Agli/Alle studenti/esse selezionati/e l'Ateneo partner richiederà di fornire ulteriore documentazione:</p> <ul style="list-style-type: none"> <li>• Lettera di motivazione (una pagina);</li> <li>• Curriculum vitae</li> <li>• Copia del documento di identità</li> </ul>
Data per la valutazione del punteggio di merito	10/10/2023
<b>Programma</b>	
Titolo	<b>Entrepreneurship and sustainability in the cultural / creative industries</b>
Breve descrizione a cura dell'università ospitante	This combined intensive program (in response to the Erasmus + Call) proposes an interdisciplinary program that offers students a mix of artistic and scientific skills with the basic principles of art, philosophy, natural sciences, engineering and humanities. Areas in which creative and entrepreneurial thinking promote collaboration and teamwork and allow project planning, creation, implementation and analysis. Teaching and learning methods with strategic partners including museums, art galleries and NGOs underline the importance of these

	<p>relationships which are also reflected in the institution's strategy, and which are based on full involvement in the creative and cultural sectors, incorporating both staff and students in networks and alliances that expand academic horizons. The program involves both virtual and face-to-face training and mentoring activities. The face-to-face activities will take place at UVT, in Timisoara, Romania.</p> <p>This blended intensive program aims to reflect on the relationships between the cultural-creative industries and urban regeneration and to train students in understanding and intervention skills, through interdisciplinary dialogue, through research on some neighborhoods in different European cities and through immersion in the urban reality of Timișoara city and of other localities in western Romania. We emphasize that Timișoara will be the European Capital of Culture in 2023, which increases the interest in the case studies carried out on it.</p> <p>Teaching staff and invited experts will facilitate the debate and understanding of the proposed issues, starting from concrete cases, which together with the students they will place in broader conceptual and theoretical contexts. The aim is to contribute in this way, even if initially, to the training of urban innovators.</p> <p>The courses taught by professors and experts, as well as the documentation activities and teamwork carried out by students, will be based on the following guiding themes:</p> <ol style="list-style-type: none"> <li>1. Your art, your brand!</li> <li>2. The Personal Brand Handbook</li> <li>3. Digital portfolio</li> <li>4. Social media to sell and promote art</li> <li>5. Artist and entrepreneur</li> <li>6. Business canvas plan. Your business idea</li> <li>7. Pitch. Public support</li> <li>8. The role of public authorities (European, national, regional, local) in stimulating creative industries and urban regeneration</li> </ol>
<p>Programma a cura dell'università ospitante</p>	<ol style="list-style-type: none"> <li>1. Online activities: October 2023</li> </ol> <p>A preparatory work will be done in international student groups. Each group will be assigned a topic for reflection which they will then structure into a thematic portfolio. Afterwards, each group will be supervised by a teaching tutor. Organize virtual collaborative learning activities and mentoring.</p>

2. In presence activities: November 2023

Morning: classes and lectures (teachers, experts and researchers).

Afternoon: discussions and interviews with artists and cultural leaders (curators, exhibition managers, art critics, etc.).

First day: dedicated to getting to know each other and organizing the activity (2 hours, in the morning); the presentation of the results of the online activities (3 hours, in the afternoon);

Second day: courses and interactive activities coordinated by teaching staff, with interventions by external experts (3 hours, in the morning); visit to creative spaces and regenerated/regenerable neighborhoods in Timisoara (3 hours, in the afternoon);

Third day: workshops will be done in international student groups. Design Thinking and Business Models. Methodologies that allow us to leverage ideas, find solutions and implement business models. Activities coordinated by teaching staff. (3 hours, in the morning)

Fourth day: field trip across the West Development Region, to experience examples of cultural-creative initiatives and urban dynamics outside Timisoara;

Fifth day: Presentation and debate of field observations and analyses, in correlation with the results of the documentation made by the students during the online stage of the activities (3 hours, in the morning).

Organization of the final stage of the development of the materials from which the groups of students and sending the materials to the teaching staff responsible for the evaluation (in the afternoon).

Note: The order of activities may undergo some changes, depending on the situation at that time and the availability of the invited experts or the schedule of the structures visited.

Per gli studenti e le studentesse vincitori/trici della meta, l'università ospitante coprirà le spese per l'alloggio e i pasti in mensa per la durata della mobilità fisica del BIP.

Maggiori informazioni saranno fornite successivamente.

## Solar energy for buildings: from components to cities - Francia

### Informazioni generali

Date della mobilità fisica	<b>Dal 19/11/2023 al 24/11/2023</b>
Posti disponibili	3
Luogo della mobilità fisica	<b>F CHAMBER01 Université Savoie Mont Blanc (Francia)</b>
Finestra di candidatura	Dal 25/09/2023 al 10/10/2023, ore 12.00
Componente virtuale	2 incontri a distanza da svolgere in modalità asincrona nel periodo ottobre – novembre 2023 e partecipazione a UNITA Weekly Talks on Renewables Energies.
Profilo del/la partecipante	Studenti e studentesse iscritte/i a corsi di laurea magistrale, magistrale a ciclo unico e dottorato relativi all'ambito scientifico con una conoscenza generale dell'energia solare.
Numero di crediti riconosciuti	3 ECTS
Lingua	Inglese
Requisiti	Studenti e studentesse iscritte/i a corsi di laurea magistrale, magistrale a ciclo unico e dottorato relativi all'ambito scientifico con una conoscenza generale dell'energia solare. Conoscenza della lingua inglese – livello B2 del quadro di riferimento europeo per la conoscenza delle lingue – necessaria per seguire le lezioni e lavorare in modo indipendente.
Data per la valutazione del punteggio di merito	10/10/2023

### Programma

Titolo	<b>Solar energy for buildings: from components to cities - Francia</b>
Breve descrizione a cura dell'università ospitante	The SUN2C scientific school addresses solar energy applications from a technical point of view. A massive deployment of the use of solar energy is inevitable in order to decarbonate the energy sector. This implies to multiply by 5 to 10 the actual capacity in coming years. This can only be achieved through a holistic planning of the deployment of the solar energy. SUN2C aims to participate both in the dissemination of knowledge and the state of the art, but also in the popularization of advances in the following themes:

- Development of materials, components and systems for capturing and converting solar energy (Photovoltaic, Solar Thermal, etc.)
  - Innovative technologies for the integration of clean energy in existing or new buildings
  - Analysis and design of integrated solar buildings in cities (solar urban development)
- All these themes will be addressed in the form of educational and accessible presentations to all up to more advanced presentations, through lectures. Workshops will be spread over the week, encompassing the different scales covered and the associated scientific themes, to allow the participants to apply their knowledge to specific case studies.

Programma a  
cura  
dell'università  
ospitante

	Monday	Tuesday	Wednesday	Thursday	Friday
	Visits	Lecture – Material	Lecture – Solar technologies	Lecture – Building integration	Lecture – Solar cities
08h – 10h	INES LOCIE LEPMI	Material and architecture	PV & ST	BIPV	Solar cadaster
10h-10h30		Coffee break			
10h30 – 12h30		Durability, aging	Hybridization	Intermittency management	Energy networks
12h30-14h	Lunch				
	Lecture – Ressource solaire	Workshop	Workshop	Workshop	Lecture – Prospectives
14h – 16h	Caracterization	Rotating workshop	Rotating workshop	Rotating workshop	Métabolisme urbain
16h-16h30	Coffee break				
16h30-18h30	Variability	Rotating workshop	Rotating workshop	Rotating workshop	Return
18h30 – 19h30	Posters			Closing cocktail	
19h30-21h	Dinner				

Per gli studenti e le studentesse vincitori/trici della meta, l'università ospitante coprirà le spese per l'alloggio per la durata della mobilità fisica del BIP.

Maggiori informazioni saranno fornite successivamente.



<b>Aesthetic choices and political implications - plurilingual literary writing in Romance languages - Francia</b>	
<b>Informazioni generali</b>	
Date della mobilità fisica	<b>Dal 05/03/2024 al 09/03/2024</b>
Posti disponibili	3
Luogo della mobilità fisica	<b>F PAU01 – Université de Pau et des Pays de l'Adour (Francia)</b>
Finestra di candidatura	Dal 25/09/2023 al 10/10/2023, ore 12.00
Componente virtuale	Sarà comunicata prima dell'inizio del corso.
Profilo del/la partecipante	Studenti e studentesse iscritte/i a corsi di laurea magistrale in ambito di filologia e letteratura.
Numero di crediti riconosciuti	3 ECTS
Lingua	Francese
Requisiti	Essere studenti e studentesse iscritte/i a corsi di laurea magistrale in ambito di filologia e letteratura. Conoscenza della lingua francese – livello B2 del quadro di riferimento europeo per la conoscenza delle lingue – necessaria per seguire le lezioni e lavorare in modo indipendente.
Data per la valutazione del punteggio di merito	10/10/2023
<b>Programma</b>	
Titolo	<b>Aesthetic choices and political implications - plurilingual literary writing in Romance languages - Francia</b>
Breve descrizione a cura dell'università ospitante	In today's world, many political tensions and conflicts are leading to increased migration. These migrations impact on all strata of society, and as a result many writers find themselves far from their native country and their mother tongue. Many of them become plurilingual writers, choosing the idiom of the host country as a means of expression, but literary plurilingualism can also be the result of a purely aesthetic choice. During the previous BIP on Plurilingual Romance Language Authors in April 2022 and the subsequent scientific meetings of the research network, two aspects of this literary plurilingual writing emerged: on the one hand, free aesthetic choice and, on

the other, the numerous political constraints. It is therefore around these two poles that the new BIP will be articulated to allow - on a scientific level - to dig deeper into this field of investigation.

In the context of European citizenship and UNITA, a multilingual experience is undoubtedly a formative and valuable experience; this BIP will allow master's and doctoral students from at least six nations to meet and exchange on the issues of pluri- and multilingualism for a high intensity intercultural exchange, while having the possibility to analyse fundamental aspects of it. As this BIP is co-organised by several partners of the UNITA alliance, it becomes obvious to focus on Romance languages.

Studenti e studentesse vincitori/trici della meta avranno a disposizione la borsa di studio prevista dal bando per la copertura di spese per vitto e alloggio per la durata della mobilità fisica del BIP.