

ALLEGATO I – ELENCO DESTINAZIONI E REQUISITI III FINESTRA DI CANDIDATURA

Versione 1 del 17/04/2025

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The Future of Business Embracing Digital Transformation (Romania)

INFORMAZIONI GENERALI

Date della mobilità fisica	02/06/2025 – 06/06/2025
Luogo della mobilità fisica	West University of Timisoara (Romania)
Posti disponibili	5
Periodo della componente virtuale	Il periodo della componente virtuale è in fase di definizione; seguiranno ulteriori dettagli.
Finestra di candidatura	Dal 17/04/2025 al 05/05/2025 (ore 12)
Data per la valutazione del punteggio di merito	30/04/2025
Profilo dei partecipanti	Studenti e studentesse iscritte/i a corsi di laurea triennale, magistrale e magistrale a ciclo unico interessati/e ad approfondire l'impatto della trasformazione digitale sul mondo del business.
Requisiti linguistici	Conoscenza della lingua inglese – livello B1 del quadro di riferimento europeo per la conoscenza delle lingue – necessaria per seguire le lezioni e lavorare in modo indipendente.
Ambito della formazione	Business and Administration
Numero di crediti riconosciuti	3
Riconoscimento crediti	Si ricorda che l'attività formativa svolta nell'ambito BIP Erasmus UNITA <u>deve essere riconosciuta</u> all'interno della carriera accademica di UniTo. Informazioni dettagliate nel documento Istruzioni per il riconoscimento del BIP nel percorso di studi .

OBIETTIVI E PROGRAMMA (a cura dell'università ospitante)

Descrizione e obiettivi	The BIP program offered by WUT aims to initiate and familiarise students with digital transformation in business by understanding its relevance, engaging with the tools and technologies involved, and actively seeking to develop the skills required to thrive in a digitally driven world. Embracing digital transformation is no longer optional for business; it's essential for survival and growth. Companies that effectively integrate digital technologies into their operations will enhance efficiency and customer satisfaction, drive innovation, and open new business opportunities. The future of business lies in the ability to adapt to this digital era, leveraging technology to create more agile, responsive, and sustainable organisations. At the end of the course, students will learn about the digital transformation are positioning themselves at the forefront of the future workforce. Students can become key players in driving digital transformation in various sectors by engaging with emerging technologies, developing relevant skills, and staying informed about industry trends. Adopting a holistic approach that includes ethical considerations and sustainability will ensure they contribute positively to society as they navigate the digital landscape.
Metodi e risultati	By embracing digital transformation in business, students enhance their technical skills and develop a mindset geared towards continuous learning, innovation, and leadership. The methods they employ to engage with this subject will directly influence their career

	outcomes, making them valuable assets in the modern workforce and enabling them to drive meaningful societal change. Additionally, by considering ethical and sustainable aspects, they can contribute to technology that has a positive global impact. Overall, embracing digital transformation prepares students for a successful and impactful career in a rapidly evolving digital world. The physical component of the BIP program will take place at the West University of Timișoara (WUT) from June the 2nd to June the 6th, 2024. During this period, students will engage in interactive, in-person activities designed to complement the virtual component and deepen their understanding of digital transformation in business. The activities will be structured to provide both theoretical knowledge and practical experience, ensuring that students can apply what they have learned in real-world scenarios. Each day will include a combination of lectures, hands-on workshops, case study analyses, and group discussions, all facilitated by expert instructors. Objectives: • Provide students with a solid foundation in business administration adapted to the digital context. • Develop financial literacy and the ability to use digital tools for business analysis. • Encourage critical thinking about the societal impacts of digital transformation. • Assess learning outcomes and provide constructive feedback to enhance students' understanding.
Descrizione della componente virtuale	The virtual activities will be carried out autonomously by the students and are based on studies regarding machine learning models and balance sheet analysis features, as well as Q&A sessions between participants and group—discussions on potential applications of their studies in real-life scenarios. The BIP coordinators will tutor them for this purpose. A meeting will first be organised to explain the course syllabus, its goals, and requirements. Objectives: • Educate students on how machine learning and AI can be applied to business processes, enhancing decision-making and efficiency. • Foster a deep understanding of the diverse impacts of digital transformation across sectors. • Encourage collaborative learning and application of theoretical knowledge to real-world scenarios
1. Planned activities during the virtual component: Online lecture followed by a Q&A session - Introduction to Machine Learning and AI in Business Interactive Workshop on Digital Tools for Business Analysis Case study: The Impact of Digital Transformation on Different Sectors - group-based analysis of a case study related to a company's digital transformation journey. 2. Planned activities during the physical component: 1st day: Opening of the course & Welcoming session Introduction to business administration in the digital era (BADE) / first contact between participants Theoretical milestones & Applied activity Feedback activity 2nd day:	

BADE warm-up
Case studies regarding BADE
Feedback activity

3rd day:

IC warm-up
Hands-on exercises analysing sample balance sheets
Feedback activity

4th day:

IC warm-up
Discussions and debates on the presented cases & ethical considerations and sustainability challenges in digital transformation.
Feedback activity

5th day:

IC warm-up General presentations: Practical milestones
Final overview & Final feedback

Democracy and political communication – the role of social media (Portugal)

INFORMAZIONI GENERALI

Date della mobilità fisica	09/06/2025 – 13/06/2025
Luogo della mobilità fisica	Universidade da Beira Interior (Portogallo)
Posti disponibili	5
Periodo della componente virtuale	01/06/2025 – 06/06/2025
Finestra di candidatura	Dal 17/04/2025 al 05/05/2025 (ore 12)
Data per la valutazione del punteggio di merito	30/04/2025
Profilo dei partecipanti	Studenti e studentesse iscritte/i a corsi di laurea triennale, magistrale, magistrale a ciclo unico e dottorato afferenti ai seguenti ambiti di studio: Scienze politiche/internazionali, Comunicazione, Sociologia o Scienze sociali con un approccio globale.
Requisiti linguistici	Conoscenza della lingua inglese – livello B1 del quadro di riferimento europeo per la conoscenza delle lingue – necessaria per seguire le lezioni e lavorare in modo indipendente.
Ambito della formazione	Comunicazione
Numero di crediti riconosciuti	3
Riconoscimento crediti	Si ricorda che l'attività formativa svolta nell'ambito BIP Erasmus UNITA <u>deve essere riconosciuta</u> all'interno della carriera accademica di UniTo. Informazioni dettagliate nel documento Istruzioni per il riconoscimento del BIP nel percorso di studi .

OBIETTIVI E PROGRAMMA (a cura dell'università ospitante)

Descrizione e obiettivi	This course aims to contribute to studying the relationship between communication and power, specifically the role of social media in the political scenario (political debate; politization; electoral campaigns; polarization). The study of political phenomena today is directly linked to the workings, tools, and impact of the media, and the process of digitization and control of information is crucial to analyzing the workings of political systems and electoral processes. In a period of propaganda, fake news, and post-truth, it is important to decode the concepts and understand the dynamics of how society works, with communication as a fundamental pillar. To this end, the aim is to bring together experts from both areas (communication and political science) in a cooperative effort with students from the partner universities, in a process that includes both a theoretical and a practical dimension with a view to a detailed characterization of the challenges between media and politics. The program is structured to take place hybrid, with 5 days in person and 12 hours online. The program will include 20 students. We can accommodate a higher number, according to the availability or request of the partner institutions.
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Challenges of Artificial Intelligence in Law (Spagna)

INFORMAZIONI GENERALI

Date della mobilità fisica	23/06/2025 – 27/06/2025
Luogo della mobilità fisica	Public University of Navarra (Spagna)
Posti disponibili	5
Periodo della componente virtuale	17/06/2025
Finestra di candidatura	Dal 17/04/2025 al 05/05/2025 (ore 12)
Data per la valutazione del punteggio di merito	30/04/2025
Profilo dei partecipanti	Studenti e studentesse iscritte/i a corsi di laurea triennale, magistrale, magistrale a ciclo unico e dottorato afferenti ai seguenti ambiti: Giurisprudenza, Economia o Scienze politiche/internazionali.
Requisiti linguistici	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.
Ambito della formazione	Diritto
Numero di crediti riconosciuti	3
Riconoscimento crediti	Si ricorda che l'attività formativa svolta nell'ambito BIP Erasmus UNITA deve essere riconosciuta all'interno della carriera accademica di UniTo. Informazioni dettagliate nel documento Istruzioni per il riconoscimento del BIP nel percorso di studi .

OBIETTIVI E PROGRAMMA (a cura dell'università ospitante)

Descrizione e obiettivi	Assessing the challenges that artificial intelligence poses to law.
Metodi e risultati	Academic presentations, debates, practical cases activities, group working.
Descrizione della componente virtuale	Introducing the students with the resources, presenting the activities, splitting the students into working groups.

1. Planned activities during virtual component:

1st day (17.06.2025): Online presentation

(16:30h-19:00h): Presentation of the work methodology that will be carried out in face-to-face sessions during the following week, as well as the different practical cases that will be used in the work groups.

Objective: Introducing the students to the resources, presenting the activities, splitting the students into working groups

2. Planned activities during the physical component:

2nd day (23.06.2025): Opening speech + explanation of case studies

The Morning (09:30h-14:00h): An inaugural speech will be given that will address in general terms the European Union's artificial intelligence regulation and its legal implications.

This will be followed by theoretical sessions on the practical cases to be solved over the next few days.

The legal disciplines that will be covered in these case studies are labour law, constitutional law, commercial law, private international law and philosophy of law. These sessions, as well as the group work on the case studies, will be held in English. During the following three days, all students will work simultaneously on the same cases, now, in small groups.

The afternoon will be dedicated to visiting the city and there will be an official dinner.

3rd day (24.06.2025): First group work session

The Morning (09:30h-14:00h): There will be two case study sessions, with a coffee break. Group work will be help by an assistant professor.

The last half hour of the morning will be devoted to the oral presentation of the results of the case studies.

There will be no afternoon activities.

4th day (25.06.2025): Second group work session

The Morning (09:30h-14:00h): There will be two case study sessions, with a coffee break. Group work will be help by an assistant professor.

The last half hour of the morning will be devoted to the oral presentation of the results of the case studies.

There will be no afternoon activities.

5th day (26.06.2025): Third group work session

The Morning (09:30h-14:00h): There will be two case study sessions, with a coffee break. Group work will be assisted by an assistant professor.

The afternoon will be dedicated to visits to the city and there will be an official dinner.

6th day (27.06.2025): Academic Speeches

The Morning (09:30h-14:00h) will be dedicated to a series of academic speeches on Law and Artificial Intelligence, given by professors from the different participating universities.

The speeches may be held in any of the UNITA languages but, in any case, with visual support in English.

Intercomprension entre lenguas romances: Teoria y pratica (Spagna)

INFORMAZIONI GENERALI

Date della componente fisica	09/06/2025 – 13/06/2025
Luogo della mobilità fisica	Universidad de Zaragoza (Spagna)
Posti disponibili	5
Periodo della componente virtuale	15/05/2025 – 08/06/2025
Finestra di candidatura	Dal 17/04/2025 al 05/05/2025 (ore 12)
Data per la valutazione del punteggio di merito	30/04/2025
Profilo dei partecipanti	Studenti e studentesse provenienti/e da tutti i corsi di laurea triennale, magistrale, magistrale a ciclo unico e dottorato interessati ad approfondire la dimensione multilinguistica e multiculturale.
Requisiti linguistici	Spagnolo e tutte le altre lingue romanze (ogni partecipante userà la propria lingua per comunicare, ma non è richiesta la conoscenza di altre lingue romanze oltre alla propria).
Ambito della formazione	Intercomprensione
Numero di crediti riconosciuti	4
Riconoscimento crediti	Si ricorda che l'attività formativa svolta nell'ambito BIP Erasmus UNITA deve essere riconosciuta all'interno della carriera accademica di UniTo. Informazioni dettagliate nel documento Istruzioni per il riconoscimento del BIP nel percorso di studi .

OBIETTIVI E PROGRAMMA (a cura dell'università ospitante)

Descrizione e obiettivi	The potential of intercomprehension as a multilingual approach to foreign language teaching is now widely recognized. In an intercomprehension class, students are prompted to observe, contrast and use a wide range of different languages in order not only to achieve receptive skills in those languages, but also to develop language awareness and a spirit open to diversity. The only condition is that these languages are either languages related to the learner's mother tongue or that they are related to a language that the students already know. This being said, intercomprehension has a role to play in the intercultural communication taking place in multilingual contexts of professional and study mobility.
Metodi e risultati	During the intensive week, students will consolidate knowledge and skills developed during the online part of the BIP; furthermore, they will develop those techniques and strategies that are needed for a more conscious and professional use of intercomprehension. The focus of the programme will be on "intercomprehension for specific purposes", and students will be oriented towards cooperative task-based activities based on disciplinary content. The scope will be to show them the advantages but also the challenges offered by intercomprehension in their future careers, by proposing a project-based final evaluation where multilingual groups will be asked to present a communication campaign on UNITA topics in intercomprehension.

Descrizione della
componente virtuale

The virtual activities will be carried out autonomously by the students and are based on the pluri-lingual online course “Elementi di Intercomprensione”, freely available on the Start@unito platform. A meeting will be first organized to explain the syllabus of the course, its goals and requirements. Three other online meetings will check students’ progresses and propose collaborative tasks and exercises.

1. Planned activities during virtual component:

1. Introducción
2. IC Oral
3. IC Escrita
4. IC práctica

2. Planned activities during physical component:

1st day: 9/06

9-11 Welcoming of participants
11-11.30 Pause
11.30-13.30 Theory
13.30-15 Lunch and rest
15-17:30 Linguistic and cultural activity
Cultural tour around Zaragoza

2nd day: 10/06

9-11 Warming up + theory
11-11.30 Pause
11.30-13-30 IC Practice
13.30-15 Lunch and rest
15-17.30 Linguistic and cultural activity
Tour around Aljafería

3rd 11/06

9-11 Warming up + theory
11.00-11.30 Pause
11.30-13-30 IC practice
13.30-15 Lunch and rest
15-17.30 Linguistic and cultural activity
Natural Sciences Museum

4th day: 12/06

9-11 Warming up + theory
11.00-11.30 Pause
11.30-13-30 IC practice
13.30-15 Lunch and rest
15-17.30 Linguistic activity

5th day: 13/06

9-11 Final IC activities in collaboration

11.00-11.30 Pause
11.30-13.30 Final IC activities in collaboration
13.30-15.00 Lunch and rest
15-17.30 Departing

6th day: 14/06

9-11 Departing

Sustainable energy in rural areas (Spagna)

INFORMAZIONI GENERALI

Date della mobilità fisica	21/07/2025 – 25/07/2025
Luogo della mobilità fisica	Universidad de Zaragoza (Spagna)
Posti disponibili	5
Periodo della componente virtuale	01/07/2025 – 18/07/2025
Finestra di candidatura	Dal 17/04/2025 al 05/05/2025 (ore 12)
Data per la valutazione del punteggio di merito	30/04/2025
Profilo dei partecipanti	Studenti e studentesse iscritte/i a corsi di laurea magistrale, magistrale a ciclo unico afferenti ai seguenti ambiti: Fisica, Chimica, Ingegneria, Biologia, Geologia, Scienze naturali, Scienze ambientali, Agronomia, Sociologia, Psicologia, Scienze politiche, Giurisprudenza, Economia.
Requisiti linguistici	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.
Ambito della formazione	Energie rinnovabili
Numero di crediti riconosciuti	3
Riconoscimento crediti	Si ricorda che l'attività formativa svolta nell'ambito BIP Erasmus UNITA <u>deve essere riconosciuta</u> all'interno della carriera accademica di UniTo. Informazioni dettagliate nel documento Istruzioni per il riconoscimento del BIP nel percorso di studi .

OBIETTIVI E PROGRAMMA (a cura dell'università ospitante)

Descrizione e obiettivi	The integration of renewable energy generation presents a range of challenges: economic, legal, social, and technological, among others. The Summer School "Sustainable Energy in Rural Areas" is designed to empower participants with the knowledge and practical skills to promote and implement sustainable energy solutions in rural communities. Here are the objectives of the program: • Understanding Rural Energy Needs and Challenges: Participants will learn about the unique energy requirements and barriers faced by rural areas, including limited access to energy infrastructure, economic constraints, and the environmental impacts of traditional energy sources. • Exploring Sustainable Energy Technologies: The program covers sustainable energy technologies that are viable in rural settings, such as solar, wind, biomass, and mini hydropower. Participants gain insights into the technical, economic, and social aspects of each technology, as well as best practices for rural deployment. • Building Capacity for Energy Planning and Implementation: A key goal is to equip attendees with the tools for planning, financing, and implementing sustainable energy projects in rural areas. This includes understanding policy frameworks, community engagement strategies, and project management essentials tailored to rural contexts.
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	• Fostering Community Empowerment and Ownership: The program emphasizes the importance of community involvement in energy projects. Participants learn strategies to foster community ownership and participation, which are critical for long-term success and sustainability of energy initiatives in rural areas. • Promoting Energy Equity and Economic Development: The Summer School aims to highlight the role of sustainable energy in improving the quality of life in rural areas. Participants explore how energy access can drive economic development, enhance social equity, and reduce poverty in underserved communities. • Encouraging International Collaboration and Knowledge Exchange: Through lectures and collaborative projects, the program brings together students and researchers from diverse backgrounds. This fosters an exchange of ideas, experiences, and solutions that participants can adapt to their local contexts and contribute to global energy sustainability goals. By the end of the Summer School, participants are expected to have a comprehensive understanding of sustainable energy solutions for rural areas, practical project implementation skills, and the ability to foster community-driven initiatives that promote energy resilience and sustainability.
Metodi e risultati	The Summer School "Sustainable Energy in Rural Areas" is structured into two complementary phases: an online component followed by an in-person session. The virtual component takes place before the in-person segment. It provides participants with a comprehensive overview of renewable energy technologies, applications, and their potential for addressing energy needs in rural areas. This phase establishes foundational knowledge, preparing participants for more in-depth discussions and activities.
Descrizione della componente virtuale	The virtual component takes place before the in-person segment. It provides participants with a comprehensive overview of renewable energy technologies, applications, and their potential for addressing energy needs in rural areas. This phase establishes foundational knowledge, preparing participants for more in-depth discussions and activities. To achieve these objectives, a series of online seminars will be conducted, complemented by curated video content selected by the teaching team. Together, these resources will provide a solid foundation for the activities planned for the face-to-face phase. Additionally, during the online phase, preliminary activities for the project to be developed in the afternoon sessions of the face-to-face phase will take place. These initial tasks include team formation and defining the key challenges related to the development of renewable and sustainable energy solutions in rural areas that will be the starting point for the team project.
Planned activities during the virtual component: Synchronous activities: • Meeting: Presentation of the BIP, including the planification of the online activities • Online Seminars: Introduction to Renewable Energies Non-synchronous activities: • Team project previous activities: • Team building. • Video watching and questionnaire related to the videos. These videos will include presentations developed within the UNITA project and virtual visits to facilities	

Planned activities during the physical component:

Day 1	Day 2	Day 3	Day 4	Day 5
Welcome & introduction	Technologies (II)	Visits: Energy communities and rural associations	Social and economic aspects of RE	Social and economic aspects of RE
Tecnologies (I)				
Activity: Energy fakes - collaborative activities	Team project	Visits: Energy communities and rural associations	Team project	Team project (Presentation of results) Conclusions and farewell

BIP TRANSILVANIA CREATIVE CAMP 2025 – Creative Destinations and Heritage Interpretation Summer School (Romania)

INFORMAZIONI GENERALI

Date della mobilità fisica	22/08/2025 – 28/08/2025
Luogo della mobilità fisica	University of Brasov (Romania)
Posti disponibili	5
Periodo della componente virtuale	19/07/2025, 16/08/2025, 13/09/2025
Finestra di candidatura	17/04/2025 – 05/05/2025 (ore 12)
Data per la valutazione del punteggio di merito	30/04/2025
Profilo dei partecipanti	Studenti e studentesse iscritte/i a corsi di laurea triennale, magistrale, magistrale a ciclo unico e dottorato afferenti ai seguenti ambiti di studio: Comunicazione e Media Studies, Sociologia, Marketing, Turismo, Cinema e Televisione e altre Scienze sociali.
Requisiti linguistici	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.
Ambito della formazione	Comunicazione
Numero di crediti riconosciuti	3
Riconoscimento crediti	Si ricorda che l'attività formativa svolta nell'ambito BIP Erasmus UNITA <u>deve essere riconosciuta</u> all'interno della carriera accademica di UniTo. Informazioni dettagliate nel documento Istruzioni per il riconoscimento del BIP nel percorso di studi .

OBIETTIVI E PROGRAMMA (a cura dell'università ospitante)

Descrizione e obiettivi	The objectives of the BIP consists of: - transfer of knowledge and best practices from educators and specialists in the fields of communication and advertising, applied to real-life communication situations. - development of a set of proposals for the digital promotion of tourist attractions and cultural heritage sites in Țara Lăpușului (Lăpuș Land). - identification of research themes related to the promotion and valorization of the cultural and natural heritage of Țara Lăpușului (Lăpuș Land), with the potential to attract cultural tourists. - engage local youth in hands-on branding projects, creating marketing strategies and digital campaigns to promote community-based tourism
Descrizione della componente virtuale	Description of the project's objectives, creative tourism concepts, heritage interpretation, destination branding, and community engagement in rural areas

DAY 1 - Friday, 22.08.2025 - Brasov-Sighisoara-Târgu Lăpuș		
8:30 - 16:30	Road to Lăpuș Land and short visit to Sighisoara medieval town	
8:30 - 16:30	Get to know each other exercises (during the trip)	Vlad BĂTRĂNU - PINTEA, Transilvania University of Brasov
17:00 - 17:30	Opening ceremony and welcome speeches	
17:30 - 18:00	TCC2023 objectives and assigning individual and team tasks	Florin NECHITA, Transilvania University of Brasov
18:00 - 18:45	Brief presentation of the Lăpuș Land	Nicoleta BUD, Nicoleta POP, Center for Tourism Promotion Targu Lăpuș
19:00 - 19:45	Ideation process and design thinking	Takanori KAWAMATA, Meisei University
19:45 - 20:30	The life of a campaign & creative techniques	Branding/advertising specialist
20:30 - 21:30	Dinner	Petru Rareș High School Canteen
DAY 2 - Saturday, 23.08.2025 - Rogoz and Ungureni villages		
8:15 - 9:00	Storytelling in communication of cultural heritage	Piotr & Katarzyna DRAG, The Pontifical University John Paul II Krakow
9:00 - 09:45	Building an online community around Jewish heritage in Maramures	Robert Cotos, Asociația Maramureș Heritage
9:45 - 10:30	Heritage Interpretation basic principles	Adina CANDREA, Transilvania University of Brasov
10:30 - 11:15	Brunch	Petru Rareș High School Canteen
11:30 - 15:00	Visit to Rogoz Wooden Church and local museum	
11:30 - 14:00	How to protect and valorize the intangible heritage	Călina MĂRZAC, Rogoz Museum
14:00 - 14:45	Filmmaking Basics	Livius Hodiș, Wisening Club
15:00 - 15:45	Workshop on wooden sculpture	Nicolae ȘERBAN, local artist, Rogoz
16:30 - 18:00	Visiting traditional sheepfold	Ungureni village
18:30 - 19:00	Watching the buffalo herd	Rogoz village
19:15 - 20:30	Creating the online content of the day & working on team presentations	working in five teams
20:30 - 21:15	Dinner	Petru Rareș High School Canteen
DAY 3 - Sunday, 24.08.2025 - Cupșeni, Costeni and Suciu de Sus		
8:15 - 09:00	Breakfast	Petru Rareș High School Canteen
9:00 - 10:15	Storytelling in tourism	Adina CANDREA, Transilvania University of Brasov
10:15 - 10:45	Trip to Cupșeni and Costeni villages	
10:45 - 13:00	Traditional orthodox religious service and visit to wooden churches	Cupșeni, Costeni villages
12:30 - 13:30	Traditional folk dances and costumes	Cupșeni
14:30 - 16:30	Working on team presentations	working in five teams
17:00 - 17:15	Visit to Jewish Cemetery	Suciu de Sus
17:15 - 18:30	Joc la șură (traditional songs, dances & folklore program)	Suciu de Sus
19:00 - 20:00	Creating the online content of the day & working on team presentations	working in five teams
20:00 - 21:00	Dinner	Petru Rareș High School Canteen
DAY 4 - Monday, 25.08.2025 - Vima Mare, Peteritea, Dealul Corbului and Aspra villages		
8:15 - 9:00	Breakfast	Petru Rareș High School Canteen
9:00 - 9:45	Leveraging online campaigns on Facebook, Instagram and TikTok (online)	Ovidiu Bălcăcian, The Pharmacy
10:00 - 10:45	Trip to Vima Mare village	
10:45 - 11:30	Thematic photography workshop	Viorel COROIAN, Asociația Cheile Lăpușului
11:30 - 15:00	Cultural Anthropology fieldwork in Vima Mare and Peteritea villages	Silvin COPOSESCU, Transilvania University of Brasov
13:30 - 13:40	Welcome address speech	Liviu BALINT, Mayor of Vima Mică
16:00 - 17:00	Forests, mushrooms, berries and the local gastronomic heritage	Viorel COROIAN, Asociația Cheile Lăpușului
18:00 - 18:30	Discovering traditional wooden houses in Aspra village	Aspra village
18:30 - 19:30	Creating the online content of the day & working on team presentations	Aspra village
19:30 - 20:30	Dinner & Local Gastronomy demonstration	Aspra village

DAY 5 - Tuesday, 26.08.2025- Groșii Țibleşului and Dâmăcușeni villages		
8:30 - 09:00	Breakfast	Petru Rares High School Canteen
9:00 - 9:45	How to plan a presence at an international tourism fair (online)	Valentin Văcăruș, Managing Partner Godmother
9:45 - 10:30	Travel copywriting strategies and ideas (online)	Cătălin IONAȘCU, Romanian Copywriter
10:45 - 11:30	Trip to Groșii Țibleşului village	
13:30 - 13:40	Welcome address speech	Nicolae BURZO, Mayor of Groșii Țibleşului
11:30 - 12:30	Traditional wedding	Groșii Țibleşului village
12:30 - 14:00	Hay making workshop	Groșii Țibleşului village
14:00 - 15:00	Lunch	Groșii Țibleşului village
15:00 - 16:30	Natural heritage of Lăpuș Land	Groșii Țibleşului village
16:30 - 17:30	Creating the online content of the day & working on team presentations	Groșii Țibleşului village
18:00 - 20:30	Hungarian evening	Dâmăcușeni village