

Erasmus + Programme Key Action 2 (KA2): Cooperation for innovation and the exchange of good practices - STRATEGIC PARTNERSHIP IN THE FIELD OF EDUCATION, TRAINING AND YOUTH

“F.A.S.T.E.S.T. - Food & Agroindustrial Schools Toward Entrepreneurship by Storytelling & digital Technology”

Duration: 24 months; with start-up scheduled between 1st of September and 31st of December 2015

**CISITA PARMA IS URGENTLY LOOKING FOR PARTNERS FROM:
GERMANY, FRANCE, SPAIN, BULGARIA, ROMANIA;
in each country we have to involve:**

- a. 1 VET Institution of agrindustrial sector
- b. 2 companies of agrindustrial sector

The project aims to develop and implement at European level **innovative approach / teaching tools** (able to combine the practice of "Storytelling" to the digital skills for the creation of Hypervideos) to the theme of **entrepreneurship**.

The project intends to focus on the **agri-food sector** as a fruitful ground for the realization of innovative business projects, recovering the historical memory and the peculiarities through storytelling, arousing, among the students of technical and professional secondary schools related to the agro-food system, curiosity about the origins and characteristics of entrepreneurial peculiar context, natural source of employment for graduates in the sector, both developing their skills of "intrapreneurship" (ability to face uncertainty proactively, diagnosing problems and compete successfully with the unexpected, even without start a new business enterprise).

Students of VET systems pertaining to the agri-food sector will get involved in the first person, acting directly a range of entrepreneurial mind-set skills as "**video-makers**" to create multimedia links that digitize, as provided by the "2.0" philosophy, narratives videos (interviews) illustrative of the background of entrepreneurs as "best practices", original examples that have worked successfully and can inspire.

The project intends to adopt practices of "digital storytelling" as "**storytelling blended with digital technology**" (increasingly used in different contexts and at different levels, even in the dialogue between different generations, in reflective practices, in art, in education, in business and professional fields and in all learning environments) to describe the entrepreneurial characteristics of the agro-food industrial sector, as an innovative tool to spread participatory practices and "2.0" learning.

The project aims to **promote entrepreneurship education** for developing active citizenship, employability and creating new business in the agro-food industrial sector, supporting **learning, person-centered and experiential**, through the creation of new **educational resources** (to be disseminated in an "open" form at the end of the project, to ensure sustainability beyond the funding period) in the form of "**Digital storytelling**" products.

Expected results

- 1) To increase the level of entrepreneurship / entrepreneurial spirit in FDMP Sector - Food and Drink Manufacturing and Processing
- 2) To develop a "business approach" in students of the VET system
- 3) To develop digital skills
- 4) To collect informal knowledge to transform it into digital resources
- 5) To increase motivation in students (especially those at risk of Early School Leaving),
- 6) To raise awareness of the pedagogical potential of the "Digital Storytelling" methodology

Impacts

For learners of second-level VET system (final beneficiaries of the acquisition of the mind-set needed to develop entrepreneurial skills, beginning already from the school system):

- increasing of "entrepreneurial" skills applied in life and at school
- enhancing of motivation for further education
- stimulus to entrepreneurship as a professional chance after school leaving
- increasing of digital and communicative skills

For VET institutions (training staff/organizational staff)

- To spread / enhance different learning styles (innovative teaching)
- To extend the formal, curricular training offer
- To increase interest, attention, inspiration and motivation among the "digital generation"

For companies/workers and their representative associations of FDMP sector

- Connection with educational institutions of the territory and new generations of workers
- Reflection on the entrepreneurial mind-set skills, at a personal and professional level
- Deepening of the potential of digital storytelling to tell about / market a company, for information purposes, marketing or training

ACTIVITIES AND DELIVERABLES

- CONTEXT ANALYSIS: multilingual survey about potential / techniques of digital storytelling and entrepreneurial mind-set skills suitable to be "told" before and then "lived" by student
- Multilingual HYPERVIDEOS made by students and released as OER
- OER-released didactic programs, suitable for the blended fruition of multilingual hypervideos developed by the teachers
- METHODOLOGICAL GUIDELINES for the effective use of digital storytelling as OER for learning/teaching entrepreneurial skills in the school context.

CONTACTS for further informations on how to become a project's partner:

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