

DOSSIER DI CANDIDATURA ERASMUS+ KA210

Title of the Project: ARCHEO-RURAL LAB

European expertise in archaeological heritage and rural tourism

Action: KA210 - Small-scale Partnerships in the Youth Sector

Requested Budget € 60.000,00

Partnership

The project's governance structure is designed to ensure a clear division of responsibilities and to guarantee excellence in implementation:

1. Lead Partner: Mediterraneo Events & Productions srl (Italia)

2. Second Partner: European LAG

3. Third Partner: European LAG

SUMMARY PROJECT PROPOSAL

ARCHEO-RURAL LAB aims to create and trial a programme of learning and socio-educational activities dedicated to young people aged between 18 and 30 living in rural areas. The programme will combine participatory interpretation of archaeological heritage, the grassroots planning of cultural events, sustainable tourism, digital communication and youth entrepreneurship. Policoro and the heritage of ancient Eraclea will serve as the main Italian pilot site, in dialogue with two European rural areas represented by the partner LAGs.

Needs and European values

The rural areas involved possess archaeological and cultural resources that are not always translated into educational and employment opportunities. Young people, practitioners and small businesses need transferable skills to transform this heritage into accessible, sustainable experiences capable of boosting local economies. European cooperation will enable a comparison of three contexts, the transfer of methods and the development of a reusable model.

Strengthening technical, digital, green and entrepreneurial skills

To trial three regional prototypes of archaeological events, itineraries or experiences. To create a stable network between Local Action Groups (LAGs), cultural organisations, museums, institutions and local authorities. Inclusion and diversity: priority access for young people in rural areas, the unemployed or those with fewer opportunities. Digital transformation: storytelling, multimedia content and an open digital toolkit. Environment and sustainability: low-impact experiences, responsible mobility and seasonality management. Priority: innovative training linked to local employment.

Objectives

To train at least 24 young people, around 8 per area.

Priorità Erasmus+

Work Plan for the Work Package

WP1: Project Management and Inclusion (Euro 12.000,00)

The work package is dedicated to management and aims to ensure transparent, participatory coordination focused on quality outcomes throughout the entire project lifecycle. Under the leadership

of the Lead Partner, the partnership will first formalise internal agreements and draw up a detailed timetable to monitor deadlines and the lump-sum budget. Transnational cooperation will be maintained through monthly online meetings and three in-person coordination meetings, which will serve to review the progress of activities and promptly mitigate any risks. A key focus will be on inclusion strategies: each partner will apply transparent selection criteria and accessible communication channels to ensure the active and prioritised involvement of young people who are NEETs or who live in isolated rural areas. At the end of the project, the production of interim reports and monitoring tools will enable an assessment of the quality of the impact on participants and the effectiveness of the final report.

WP2: Needs Analysis and Skills Profile for Young People (euro 8.000,00)

This work package aims to precisely define the actual training needs of young people in rural areas within the territories involved, laying the methodological foundations for subsequent field activities. The partnership will carry out a participatory territorial analysis by mapping existing businesses, sites, museums and training organisations. Focus groups and local digital questionnaires will be organised, directly involving young people and stakeholders in the three European contexts. The data collected will enable the co-design of a common framework of competences, outlining the innovative profile of the ‘archaeological-rural experience designer’. This strategic document will focus on the development of transferable skills, the use of digital storytelling and a spirit of initiative, whilst also establishing shared criteria for the subsequent selection of participants.

WP3: Learning and Local Workshops (euro 32.000,00)

The core of the project is focused on the development and practical testing of a learning pathway based on the ‘learning by doing’ methodology and socio-educational facilitation. The partnership will co-design six open educational modules: heritage, events, digital, sustainable tourism, entrepreneurship and prototyping. The selected young people will take part in blended learning sessions, combining online modules and local workshops for a total of at least 40 hours, culminating in the award of skills certificates. The highlight of the exchange will be the **Transnational Mobility Workshop in Policoro**: here, young people from the three regions will engage with one another through educational visits, co-design and peer-to-peer exchanges. The entire programme will culminate in the practical application of these skills through the development and testing of three local prototypes – be they events, itineraries or visitor experiences – designed to engage local communities and tourism businesses. The training programme and workshop facilitation will be coordinated directly by experts from the lead organisation, drawing on European methodologies for socio-educational activities.

WP4: Communication, Dissemination and Sustainability (euro 8.000,00)

The final work package is designed to maximise the impact of the proposal, ensure maximum visibility for the results achieved and guarantee their long-term replicability. The consortium will develop a coordinated visual identity, a dynamic communication plan and a dedicated web section. Through the production of short videos, testimonials and social media content focused on storytelling, the project will promote youth engagement and highlight the richness of Europe’s rural heritage. The local impact will be consolidated by organising a final showcase event. Finally, future sustainability will be secured by integrating the ARCHEO-RURAL LAB model into the long-term development strategies pursued by the partner LAGs, ensuring that the results continue to be utilised even after funding has ended.

Partner		Main Role		Specific grant
Mediterraneo Events & Productions srl	Coordination	30.000,00	Management; event planning; CV; transnational workshop in Policoro; reporting.	
European LAG 1	Needs and skills	15.000,00	Territorial analysis; recruitment; stakeholder engagement; workshop and local prototype.	
European LAG 2	Impact dissemination and	15.,000,00	Communication; sustainability; recruitment; local workshop and prototype.	