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Innovation and Creative Solutions for Cultural Heritage

INCREAS

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Act. 1 Enhance profile of heritage professions and CCIs in ESCO

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Tables

Table 1: The Austrian education system**Fehler! Textmarke nicht definiert.**



1. PUBLISHABLE EXECUTIVE SUMMARY

The Italian educational system is made up on 4 levels or cycles. The whole Primo ciclo, which lasts 8 years, and the first two years of Secondo ciclo are compulsory. When compulsory education is completed, students gain **level 2 of EQF**.

The 4 levels are:

1. Pre-primario (preschool): age 0-6, not compulsory;

2. Primo ciclo (Primary education) Age 6-13, compulsory. It includes *scuola primaria* (primary school), lasting 5 years, and 3 years of *scuola secondaria di primo grado* (middle school). At the end of the cycle, students take a final examination corresponding to **level 1 of EQF**.

3. Secondo ciclo (Secondary education) At 14, students can choose between two educational paths:

a. Scuola secondaria di secondo grado. It includes *licei*, which provides a theoretical, general education, technical schools, mainly based on applied sciences and techniques, and professional schools, which are more job-oriented. In all these three cases, schools provide for different paths, depending on the prevailing subjects, as in the table below:

School	Subject	Description/subfields
Licei	Artistico	Fine Arts, Architecture, Design, Media, Graphics, Scenography
	Classico	Liberal Arts
	Scientifico	Sciences
	Linguistico	Languages
	Musicale e Coreutico	Performing Arts
	Scienze Umane	Economic, Social and Human Studies
Scienze Applicate	Applied Sciences	
Istituti tecnici (technical schools)	Economy	Business and Administration, Finance, Marketing, Tourism
	Technology	Mechanics, Mechatronics and Energy, Transport and Logistics, electronics and Electrotechnics, ICTs, Graphic and communication, Fashion, Agriculture, Agri-food, Agro-industry;
Istituti professionali (professional schools)		Agriculture, Rural development, Development of food products and management of forest and mountain resources;
		Commercial fishing and fish production (newly introduced)
		Industry and craftsmanship for Made in Italy;
		Maintenance and technical assistance;
		Water management and environmental restoration (newly introduced)
		Commercial Services
		Food, Wine and Hotel Hospitality
		Cultural and Entertainment Services (newly introduced)
	Health and Social Care Services	
	Auxiliary arts of the health professions	

Scuola secondaria di secondo grado lasts 5 years. To complete this cycle, students must pass the state graduation exam (*esame di maturità*), which corresponds to **EQF 4**.

b. Regional vocational education and training (VET) system. It provides for three-years or four-years training and vocational courses organized by certified training agencies or secondary schools. At the end of the three-year course students gain a **3EQF** qualification, and a **4EQF** qualification at the end of the four- year course.

4. At the end of *Secondo ciclo*, Italian students can access tertiary education, choosing between Higher Vocational Training and University.

a. Formazione professionalizzante terziaria non universitaria (Higher vocational training). It is provided by Istituti Tecnici Superiori (High Technical Institutes) as 2-year courses mainly based on technology and applied sciences. Students can choose between:

- Energy efficiency
- Sustainable mobility
- New technologies of life
- New technologies for Made in Italy
- Innovative technologies for cultural heritage and activities - Tourism
- Information and communication technologies.

At the end of the course, students gain a **5EQF** qualification.

b. University and AFAM

Students can choose between Universities and non-University higher education, provided by AFAM (which perform activities of training, production and research in the artistic field in the visual arts, musical, dance, drama and design sectors) . Both University and Afam provide a three- degrees path, which correspond to **6, 7 and 8 EQF qualification.**

At the end of the first cycle (*laurea triennale* for universities, *Diploma accademico* for AFAM) students can achieve an EQF 7 qualification by attending a second level cycle (*laurea magistrale* or *diploma accademico di secondo livello*) or by attending a *master*, usually a 1-year course intended to provide job-oriented skills starting from an academic background. Similarly, II level masters are conceived to provide an advanced job-oriented profile at the end of a second level degree, while schools of specialization are intended as advanced training courses for specific sectors: Medicine, Psychology, Legal professions, History of Art and Archaeology.

The following table offers a detailed overview.

EQF	UNIVERSITY	AFAM
6	Laurea triennale (Bachelor degree)	Diploma accademico di I livello
7	Laurea Magistrale (Master degree) Master di I livello	Diploma accademico di II livello Diploma di perfezionamento o master di I livello
8	Dottorato di ricerca (Ph.D.) Diploma di specializzazione	Diploma accademico di formazione alla ricerca Diploma accademico di specializzazione

	Master di II livello	Diploma di perfezionamento o master di II livello
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The following report offers an overview of the main trends in the field of training of cultural heritage professionals, with particular reference to the three interest profiles of the project.

It has been decided to omit university and AFAM training, already subject of previous survey carried out within the Modi-fy project, in order to give more relevance to training courses designed in greater compliance with the needs of new skills and competences claimed by the cultural heritage sector.

The desk research was carried out inserting on the search engine the following keywords (in Italian):

"maintenance manager cultural heritage"

"cultural heritage manager

"craftpersons cultural heritage"

cross-referencing them with EQF levels 5, 7, 8, corresponding in the Italian system respectively to high technical training, first level and second level post-graduate training (in this case, only masters and specialization schools have been taken into consideration, while *lauree magistrali* and Ph.D courses have been excluded from the analysis for the reasons expressed above).

2. EU DEFINITIONS OF FORMAL, NON-FORMAL AND INFORMAL EDUCATION

2.1 Formal education

Formal learning is the learning that occurs in an organised and structured environment (e.g. in an education or training institution or on the job) and is explicitly designated as learning (in terms of objectives, time or resources). Formal learning is intentional from the learner's point of view. It typically leads to validation and certification.

2.2 Non-Formal education

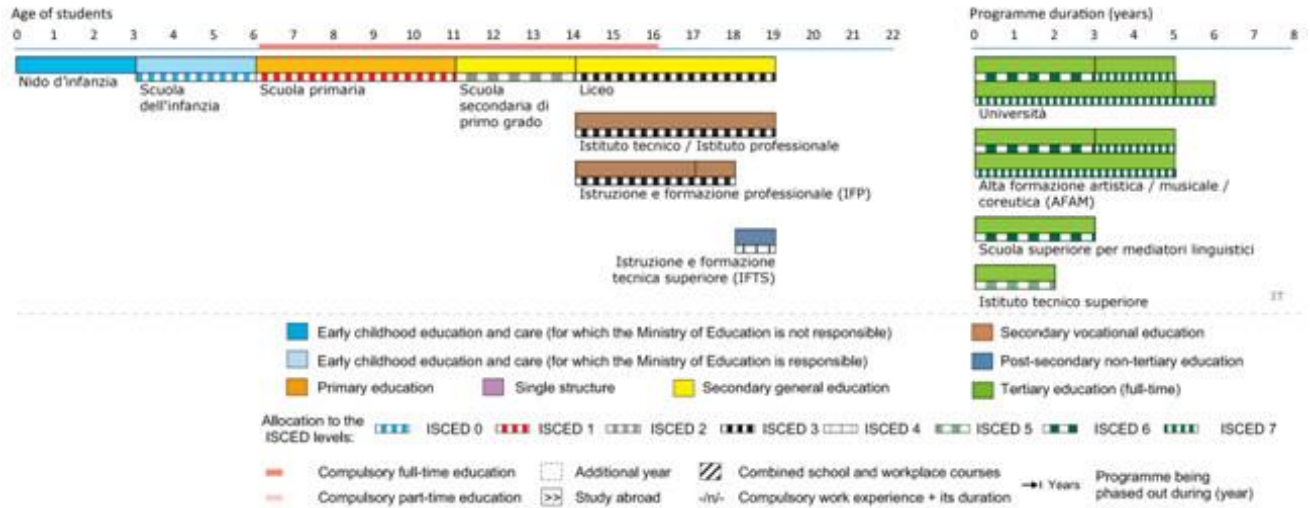
Non-formal learning is a learning which is embedded in planned activities not always explicitly designated as learning (in terms of learning objectives, learning time or learning support), but which contains an important learning element. Non-formal learning is intentional from the learner's point of view.

2.3 Informal education

Informal learning means a learning resulting from daily activities related to work, family or leisure. It is not organised or structured in terms of objectives, time or learning support. Informal learning is mostly unintentional from the learner's perspective.

3. EDUCATION SYSTEM IN EACH COUNTRY

The Italian Educational System



4. EDUCATION FOR MAINTENANCE MANAGER

4.1 Formal education

4.1.1 Master in Conservazione e Restauro dei Beni Storico-Artistici

Field of education	<input checked="" type="checkbox"/> post graduate <input type="checkbox"/> vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	Istituto per l'Arte e per il Restauro- Palazzo Spinelli Associazione
Country of sustaining organisation	ITALY
Duration of educational activity	1500 hours
Legislative basis	Private institution
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Degree (preferably in the field of Cultural Heritage or Arts and Humanities)
Location (city and country)	Florence, Italy
Working language	ITALIAN
Acquired (academic) title, qualification, professional level	Master post lauream (EQF 7-8)
To what entitles this education? a. Access to further education X. Access to occupations	The professional figure defined by the course has specific knowledge of museum history and related issues, their organization and management (including personnel). He/she is able to recognize and evaluate the existing cultural heritage for the purposes of its recovery and conservation, to identify the exhibition spaces that can be used and the rational location of the works, to choose the type of management most suited to the specific museum situation, to recognize risk situations for the works preserved and to identify the necessary safety equipment, to supervise the movement of works of art during temporary exhibitions, to organize and manage the subsequent use by the public also through the implementation of appropriate educational services, all done in full and essential compliance with the regulations in force in the sector.
Curriculum / Content of education (Modules, Elements etc)	Museum Area Museology and Museography Museum Management and Communication Museum Educational Services Handling and Packaging of Works of Art Cataloguing Elements and Documentation

	<p>Conservation and Laboratories Area</p> <p>Theory and Technique of Restoration</p> <p>Preventive Storage</p> <p>Practical Laboratory of Restoration of Works of Art</p> <p>Regulatory Area</p> <p>Cultural Heritage Legislation</p> <p>Safety in the workplace</p> <p>Informatics Area</p> <p>Information Technology for Cultural Heritage</p> <p>Virtual Restoration</p> <p>Digital Cataloguing</p> <p>Field Design</p> <p>Technical visits, seminars and study tours</p> <p>Operating Internship</p>
Background of teachers and trainers	Expert in the field of museology, museum management and maintenance

4.1.2. Master per Curatori della Manutenzione dei Beni Ecclesiastici, edifici storici e contemporanei

Field of education	<input checked="" type="checkbox"/> post graduate <input type="checkbox"/> vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	<p>Studio Chiave di Volta, Venezia</p> <p>Apave Italia, Brescia</p>
Country of sustaining organisation	Italy
Duration of educational activity	6 months
Legislative basis	Private organisation
Preconditions (Recognition of educational credentials and	Master degree (laurea magistrale) in Architecture, Engineering, Territorial planning, Cultural heritage, Liberal arts, Theology, Archaeology.

prior learning, Admission rules and restrictions, Admission procedure)	
Location (city and country)	Tempio Pausania
Working language	ITALIAN
Acquired (academic) title, qualification, professional level	Curator General (EQF 8)
To what entitles this education? a. Access to further education X Access to occupations	The Curator General deals with the aspects of physical protection of architectural and environmental assets as well as the historical and cultural protection of the intangible values present and/or preserved in them, including the museum aspects that may be activated and/or potentially to be launched. He is able to act in the field of private companies and/or public cultural institutions, with the resoluteness of the Director in his own right and shows that he knows how to orient himself in the event of being able to order specialist analyses and/or having to coordinate the consequent operations.
Curriculum / Content of education (Modules, Elements etc)	Research, Planning and project design, economic and organizing management, safety, control and monitoring, assessment, communication, ICTs
Background of teachers and trainers	Professionals in the field of architecture, engineering, management

4.1.3. Tecnico Superiore per la conduzione del cantiere di restauro architettonico

Field of education	<input type="checkbox"/> post graduate x vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	x public x private
Name of sustaining organisation	Several all over the country
Country of sustaining organisation	ITALY
Duration of educational activity	2
Legislative basis	Depending on the sustaining organization
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Diploma
Location (city and country)	Several all over the country
Working language	Italian
Acquired (academic) title, qualification, professional level	Superior Technician for the management of the architectural restoration site.

To what entitles this education? b. Access to further education X Access to occupations	Responsible for the restoration site of a building, a garden and/or a historical park, and collaborate in the phases of reading, planning, organization, management and control of design and executive processes; he/she ensures the correct management and operational activities.
Curriculum / Content of education (Modules, Elements etc)	Usually, courses approach specialized skills and knowledges in the following sectors: Construction site and execution, Materials, The restoration project, Installations and environment Structures, Communication
Background of teachers and trainers	Experts already working in companies and institutions



5. EDUCATION FOR CRAFTSPERSONS

5.1 Formal education

5.1.1 Tecnico del restauro di beni culturali

Field of education	<input type="checkbox"/> post graduate <input checked="" type="checkbox"/> vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input checked="" type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	Several organisations in the country
Country of sustaining organisation	ITALY
Duration of educational activity	2 years (depending on the programme)
Legislative basis	
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Diploma
Location (city and country)	All over the country
Working language	Italian
Acquired (academic) title, qualification, professional level	Specialized technician (EQF 5)
To what entitles this education? c. Access to further education X Access to occupations	This professional figure collaborates with the restorer performing, with decisional autonomy strictly related to its technical skills, certain direct and indirect actions to limit the processes of deterioration of the goods and ensure their preservation, operations of which it ensures the proper execution according to the methodological and operational guidelines, under the direction and direct control of the restorer. He is responsible for the care of the working environment and equipment, he takes care of the preparation of the materials necessary for the interventions, according to the methodological indications of the restorer.
Curriculum / Content of education (Modules, Elements etc)	The specific program depends on the organisation. In general, modules deal with: History of art, expressions and techniques - Iconography and iconology, Legislation on Cultural Heritage, Ethics and Professional Ethics, Restoration Theory, Applied sciences, chemistry and physics of restoration, Aspects of degradation, Materials technologies, Diagnostic techniques and storage parameters, Artistic techniques, Reproduction Techniques, Virtual restoration, Restoration of paintings on canvas, panel and fresco, gilding, frame restoration, paper restoration, New technologies, , Safety in the workplace, materials and substances management, warehouse management, Informatics, Communication and self-promotion, accounting

Background of teachers and trainers	Experts already working in companies and institutions
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6. CERTIFICATION FOR CULTURAL HERITAGE MANAGER

6.1 Formal education

6.1.1 Post- graduate school in Historical and Artistic Heritage

Field of education	<input checked="" type="checkbox"/> post graduate <input type="checkbox"/> vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input type="checkbox"/> public <input type="checkbox"/> private
Name of sustaining organisation	Several universities in the country offer this kind of courses
Country of sustaining organisation	ITALY
Duration of educational activity	2 years
Legislative basis	Depending on the organizing university
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Entrance examination. <i>Laurea magistrale</i> in Arts or four- years degree; Degree in Preservation of Cultural Heritage, DAMS, Liberal Arts, languages and eastern cultures, Arts and Humanities. Equivalent qualification.
Location (city and country)	Several cities in the country
Working language	ITALIAN
Acquired (academic) title, qualification, professional level	Specialist in Historical and artistic heritage
To what entitles this education? a. Access to further education X. Access to occupations	The School aims to train specialists with a specific professional profile concerning the protection, management and promotion of the historical and artistic heritage.
Curriculum / Content of education (Modules, Elements etc)	
Background of teachers and trainers	

6.1.2 Master in Management dei Beni Culturali

Field of education	<input checked="" type="checkbox"/> post graduate
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	<input type="checkbox"/> vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	Istituto per l'Arte e per il Restauro- Palazzo Spinelli Associazione
Country of sustaining organisation	ITALY
Duration of educational activity	1500 hours
Legislative basis	Private institution
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Degree (preferably in the field of Cultural Heritage or Arts and Humanities)
Location (city and country)	Florence, Italy
Working language	ITALIAN
Acquired (academic) title, qualification, professional level	Master post lauream (EQF 7-8)
To what entitles this education? b. Access to further education X. Access to occupations	The professional figure defined by the Master can work in museums, galleries, cultural associations, foundations, auction houses, communication and fundraising companies, design studios, companies for the organization of cultural events, organizations for the promotion of tourism and the territory with the aim of creating new services of cultural enjoyment for the current society.
Curriculum / Content of education (Modules, Elements etc)	Marketing and Communication Area of Cultural Heritage Cultural Heritage Marketing Communication for Cultural Heritage Organizational Behavior Press Office Management Regulatory Area Cultural Heritage Legislation Safety in the workplace Economic - Financial Area Project Management for Culture Fundraising for Cultural Enterprises Culture - Territory

	<p>Museum Management and Communication</p> <p>Territory for Cultural Heritage</p> <p>Handling and packaging of works of art</p> <p>Organization of Cultural Events</p> <p>Art Galleries</p> <p>Auction Houses</p> <p>Cultural Tourism and Realization of Itineraries</p> <p>Informatics Area</p> <p>Information Technology for Cultural Heritage</p> <p>New Technologies applied to Cultural Heritage</p> <p>English language</p> <p>Field Design</p> <p>Technical visits, seminars</p> <p>Internship</p>
Background of teachers and trainers	Expert in the field of museology, museum management and maintenance

6.1.3. Tecnico superiore per la promozione e il marketing delle filiere turistiche e delle attività culturali

Field of education	<input type="checkbox"/> post graduate <input checked="" type="checkbox"/> vocational training courses <input type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input checked="" type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	Several all over the country
Country of sustaining organisation	ITALY
Duration of educational activity	2 years
Legislative basis	
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Diploma
Location (city and country)	At least 1 for region
Working language	Italian

Acquired (academic) title, qualification, professional level	Specialized technician for promotion and marketing of tourism and cultural activities
To what entitles this education? a. Access to further education X Access to occupations	This professional figure works for the enhancement of the territory through the search for information sources and data processing both to identify new narrative strands and to plan and manage projects that optimize the quality of services in the tourism sector and in the organization of events, in the areas of communication and marketing.
Curriculum / Content of education (Modules, Elements etc)	Contents depend on the organizing institution. In general, courses aim to empower the student in the following sectors: Management and promotion of the relationships with public and private subjects for a definition of the shared offer and of the tourist products of the territory, of its tourist and enogastronomic peculiarities Planning, management and control of promotional activities in Italy and abroad, in collaboration with the institutional subjects in charge Definition and implementation of the necessary marketing actions Planning and coordination of monitoring actions on the results of promotion and marketing actions
Background of teachers and trainers	Experts already working in companies and institutions

6.2 Non-formal education

6.2.1 Digital curator

Field of education	<input type="checkbox"/> post graduate <input type="checkbox"/> vocational training courses <input checked="" type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	Immaginazione e Lavoro
Country of sustaining organisation	ITALY
Duration of educational activity	8 months
Legislative basis	Private institution
Preconditions (Recognition of educational credentials and prior learning, Admission rules and restrictions, Admission procedure)	Diploma

Location (city and country)	Milan
Working language	Italian
Acquired (academic) title, qualification, professional level	/
To what entitles this education? b. Access to further education x. Access to occupations	professional figure able to use digital communication with the aim of enhancing cultural heritage.
Curriculum / Content of education (Modules, Elements etc)	Cultural Heritage Management Marketing of cultural assets and activities Project management Communication Content curation and Social media strategy Engagement design and Audience development Storytelling and pitching Audiovisual production Digital cure Customer Relationship Management Webmastering Economic planning
Background of teachers and trainers	Specialists working in the field of ICTs for Cultural Heritage

6.2.2. Europrogettazione e fundraising per i beni culturali

Field of education	<input type="checkbox"/> post graduate <input type="checkbox"/> vocational training courses <input checked="" type="checkbox"/> adult training courses
Sustaining organisation	
Type of sustaining organisation	<input type="checkbox"/> public <input checked="" type="checkbox"/> private
Name of sustaining organisation	Arteidata
Country of sustaining organisation	ITALY
Duration of educational activity	2 MONTHS
Legislative basis	Research center recognized by MIUR
Preconditions (Recognition of educational credentials and prior learning, Admission)	Bachelor degree in Humanistic disciplines

rules and restrictions, Admission procedure)	
Location (city and country)	online
Working language	italian
Acquired (academic) title, qualification, professional level	/
To what entitles this education? a. Access to further education b. Access to occupations	/
Curriculum / Content of education (Modules, Elements etc)	EU project design Cultural heritage Management Fund raising and crowdfunding Marketing of Cultural heritage
Background of teachers and trainers	Specialists working in the field of project design

7. CONCLUSION

7.1 Summary of achievements

In Italy, education of the majority of professional profiles working in the field of cultural heritage is still demanded to University.

Hence, with regard to the three profiles which are the object of this research, we observe that a degree is requested especially for management positions: Engineering or Architecture for Maintenance manager, Cultural Heritage, Liberal Arts or Architecture for Cultural Heritage Managers, Master degree from Fine Arts Academy for craftpersons responsible for restoring interventions.

Moreover, a degree represents, in the majority of cases, a prerequisite to access further levels of specialized education. At the same time, further education is a necessary path to acquire a series of highly specialized skills that appear increasingly crucial to cope with an increasingly complex management of the sector. More precisely, if the university has taken on board this trend in the cultural heritage sector, offering more and more specialized courses through recent years - thus contributing to a supply of professionals potentially useful to fill the skills gap- the employment demand in the sector is still rather tied to traditional canons. Therefore, there is a real gap due to the recognition of skills, especially in public procedure to access managerial level positions.

It can therefore be said that, on the basis of the training supply reported here, the training of professionals in the sector still remains qualified at high levels (namely EQF 7). A partial exception is found in the training paths of specialized technical figures, specifically: Specialist for promotion and marketing of tourism and cultural activities, in the field of management; a specialist technician in charge of supporting the restorer in the fieldwork, for what concerns education for craftpersons; Superior Technician for the management of the architectural restoration site, in case of profiles regarding maintenance management.

7.2 Other conclusions and lessons learnt

Though far from being exhaustive, this report shows main tendencies in the Italian panorama.

One of the main evidences is that specific education for professional profiles in the field of cultural heritage is mostly management-oriented, as well as mostly formal.

Non-formal education takes the form of refresher courses of short duration (from a few days to a few weeks), proposed by the same institutions providing formal education courses, but also by accredited agencies. A complete mapping is, here, a rather complex work, but it is interesting to note that such courses seem to be mainly in the field of management and prefer skills such as digital skills and Euro-design.

Finally, as far as informal education is concerned, a desk-based mapping is almost impossible because, as already emerged during the analysis carried out during the

Erasmus Plus “Modi-fy” project, it depends on individual experience. Therefore, we refer to a more structured field survey, based on interviews with privileged witnesses, to be carried out at the end of this phase.

7.3 Contact to the Coordinator’s Data Protect Officer

