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«Builders of Spiritus Loci»

Manual for educators, trainers, volunteers, organisers and managers of cultural events

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How to replicate Spiritus Loci experiences

Replicating, or continuing, an experience like that of Spiritus Loci is obviously not a mere "duplication" of these first pilot experiments, but it is a question of taking a cue from our educational proposal to re-elaborate a coherent strategy for the chosen place, which means, meeting with the community.

In this Manual for the Builders of Spiritus Loci, those interested in developing the approach proposed with Spiritus Loci, you can find a synthesis of the Open Educational Resources (OERs) made available on the project MOOC and how to address a series of fundamental issues of the work of territorial cultural promotion.

Spiritus Loci Educational Resources Framework

A summary of the project can be viewed on the website at this address:

<https://spiritusloci.eu/>

Further related topics, can be found on our Facebook page:

<https://www.facebook.com/spirituslociproject>

And some results are available on Spiritus Loci YouTube channel:

https://www.youtube.com/@SpiritusLoci-tk5hm/videos?view=0&sort=dd&shelf_id=0

While, in order to access to the MOOC with the Education to Beauty, you can find the link on the project website, and you will be redirected to the enrolment page:

<https://cerizone.eu/czmoodle/enrol/index.php?id=56>

In the MOOC you can find the Education to Beauty Curriculum in six languages: English, Bulgarian, German, Greek, Italian and Lithuanian.

Each of the four training modules contains:

- Video-lessons with the key concepts of each module.
- The Lesson Plans for trainers/adult educators, with the concerned Activity Handouts for learners.
- The Evaluation questions at the end of each module.
- Additional Learning Resources.



Value Proposition

The following Self-Directed Learning Activities (SDLAs) are addressed to completing the set of tools available, like the three Guides (<https://spiritusloci.eu/results/>):

- Guide to make good photos with smartphone.
- How to make a good video.
- Guide to use ICAMS methodology (soundscape).

The Spiritus Loci Builders' Training Programme comprises 20 hours SDLAs shared in three modules, identified in a process perspective:

- (1) Preparation: basic concepts of the model and necessary tools
- (2) Realization: from the co-design of the artistic event to the involvement of new audiences
- (3) Evaluation: giving back to the community and territories to reactivate the virtuous process.

This Training Programme is provided in conjunction with the other OERs available in the Interactive Toolkit of Spiritus Loci.

The value proposition of this self-directed learning activity programme consists of:

- Sharing the experience of the Spiritus Loci project in the clearest and simplest way possible, so that other local groups can feel like active protagonists in the social and cultural life of their own community.
- Offering cues for a critical reflection on one's own territory and one's own community, and to facilitate proactive emergence, especially of the younger generations.
- Solicit the action of local groups for the care of the environment and regenerating to new life important places for the community.



Learning Outcomes

At the end of the Training Programme “Builders of Spiritus Loci”, educators, trainers, volunteers, organisers and managers of cultural and artistic events will be able to;

KNOWLEDGE

- Factual knowledge of methods and practices to improve teamwork and the informed and aware involvement of the reference community.
- Identify the main risks or barriers that could prevent full participation by the community in the cultural initiatives promoted in one's own territory.
- Devise participatory solutions and describe the whole circular process of organising community cultural events.

SKILLS

- Apply the best management tools for cultural projects, from the idea generation phase to the performance.
- Combine the various skills necessary for effective communication, for good teamwork, for good relations with all stakeholders, but above all with one's own audience.
- Improved reflection, evaluation and self-evaluation skills.

ATTITUDES

- Be curious and open to the experiences of other local groups, near or far.
- The willingness to exchange with others and share values, objectives, activities to improve the quality of life of the community.



Self-Directed Learning Activities on Spiritus Loci

This further support for those wishing to replicate the experience of Spiritus Loci connects a series of highly operational reflections that question those who act in this sector, with the resources available on the MOOC, i.e. the Beauty Education Curriculum.

The additional questions that we hope to raise in you through this Self-directed Learning Activities, you can collect in a personal Diary or share your questions and reflections on the social media of the Erasmus+ Spiritus Loci project.

Module 1: «Preparation: basic concepts of the model and necessary tools»

In this first module, in order to deepen the approach proposed in the Education to Beauty Curriculum, we propose some educational resources selected from the web relating to salient aspects of the preparatory phase:

- Team building.
- Cultural intelligence.
- Consensus building.
- Facilitating community participation.
- Organisational learning.
- Gender sensitive language and communication.

Self-directed Learning Activities – Module 1

Time	Description of the activities and links
60'	<p>Exploring Spiritus Loci project: Visit the website https://spiritusloci.eu/</p> <p>«SPIRITUS LOCI is an Erasmus+ project aiming at recovering a physical and spiritual experience of space through art and at fostering the dialogue of memories, lights, shadows and new needs, facilitating the readjustment between the person, the collective and its place»</p> <p>The slogan of Spiritus Loci is expressed on the home page of the site, but what could it mean in your context to set out on this perspective?</p>
60'	<p>Preparation of cultural events based on Spiritus Loci experiences: Team Building.</p> <p>Watch the video “Wisdom of the geese” (5'49"):</p> <p>https://www.youtube.com/watch?v=y-ezwb-lyw8</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Do you share your strategies and goals with others? or do you build them together? ▪ Are you able to recognize and appreciate the work of others? ▪ Are you capable of giving support and asking for help? ▪ What values and purposes would you like to implement in your initiatives?



60'	<p>Preparation of cultural events based on Spiritus Loci experiences: Cultural Intelligence.</p> <p>Watch the video “Cross cultural communication” (19’57”), by Pellegrino Riccardi, TEDxBergen:</p> <p>https://www.youtube.com/watch?v=YMyofREc5Jk</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ What is familiar and accepted in your culture? ▪ What perception do you have of other cultures in your environment? ▪ Have you ever wondered how to overcome any bias towards other cultures?
60'	<p>Preparation of cultural events based on Spiritus Loci experiences: Consensus Building.</p> <p>Watch the video “How can groups make good decisions” (8’36”), by Mariano Sigman and Dan Ariely, TED Talks:</p> <p>https://www.youtube.com/watch?v=JrRRvqgYgT0</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Could the method proposed by the two researchers work in your context? ▪ Finding yourself in situations of strong polarization of positions, how do you plan to deal with them?
60'	<p>Preparation of cultural events based on Spiritus Loci experiences: Facilitating Community Participation.</p> <p>Watch the video “Bringing It Home: Lessons on Community Engagement” (12’13”) by Gretchen Krampf, TEDxSanJuanIsland:</p> <p>https://www.youtube.com/watch?v=PQooUzvHEZc</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Which community do you belong to, the one you feel most strongly? ▪ What limits and what opportunities do you see in participating in the life of your community? ▪ How can you make yourself the active subject, be the invitation and join the conversation?
60'	<p>Preparation of cultural events based on Spiritus Loci experiences: Organisational Learning.</p> <p>Watch the video “Growing through change: A How-To for leaders of learning organisations” (17’56”), by Yves Givel, TEDxSHMS</p> <p>https://www.youtube.com/watch?v=D1iO2QwJYAI</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ What is your life strategy in a VUCA world (which stands for Volatile, Uncertain, Complex, and Ambiguous)?



	<ul style="list-style-type: none"> ▪ How do you experience change? ▪ In a working group how do you generally approach a problem? ▪ What problem solving techniques do you use? ▪ Have you ever adopted mental hygiene practices?
60'	<p>Preparation of cultural events based on Spiritus Loci experiences: Gender Sensitive Language and Communication.</p> <p>Watch the video “Gender-inclusive Language - How to avoid sexism” (11’50”), by English with Emma: https://www.youtube.com/watch?v=xrzt4Bmf1fs</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Are you careful that your language is inclusive? ▪ Did you know these rules of the English language? ▪ In your native language, do you pay attention to gender sensitivity? ▪ Do you adopt the same attention in symbols or images? ▪ Have you noticed inappropriate use of language in your sector or cultural context?
Duration of the Self-directed Learning Activity	
7 hours	
Expected outcomes/outputs	We recommend adopting a personal Journal in which to write down your reflections, intentions, ideas, programmes and plans inspired by this journey. Write the answers in your Journal and/or post your reaction on our social media.
Self-evaluation	<p>Evaluate the stimuli received from the proposed videos and write in your Diary:</p> <ul style="list-style-type: none"> ▪ What good habits would you like to consolidate in your professional practice? ▪ What practices do you think are ineffective, or even harmful in collaborating with other people? ▪ What advantages and disadvantages do you see in the regeneration of a place through the local community engagement?
Link to EDUCATION TO BEAUTY MOOC	<p>MOOC – Education to Beauty Curriculum - Module 1</p> <p>MOOC – Education to Beauty Curriculum - Module 3 – Units 1 & 2</p>



Module 2: «Realisation: from the co-design of the artistic event to the involvement of new audiences»

In this second module, in order to deepen the approach proposed in the Education to Beauty Curriculum, we propose some educational resources selected from the web relating to salient aspects of the realisation phase:

- How to create a stimulating work environment.
- Collaborative approaches.
- How to stimulate the participation of new audiences.
- What is participatory planning.
- Sharing methods: the world café.
- Sharing methods: the Open Space Technology Workshop.

Self-directed Learning Activities – Module 2

Time	Description of the activities and links
60'	<p>Realisation: from the co-design of the artistic event to the involvement of new audiences - How to create a stimulating work environment.</p> <p>Watch the video “How to start changing an unhealthy work environment” (8’38”) by Glenn D. Rolfsen, TEDx Oslo: https://www.youtube.com/watch?v=eYLb7WUtYt8</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Do you agree with the speaker on the root cause that impedes a healthy and safe work environment, and makes relationships toxic? ▪ Have you ever applied the Socratic rule of the Triple Filter Test (true, good, useful)? ▪ If you perceive relational problems in your work group, could you adopt the simple technique proposed in the video (6 months without gossip)?
60'	<p>Realisation: from the co-design of the artistic event to the involvement of new audiences – Collaborative approaches.</p> <p>Watch the video “The power of collaboration” (6’29”) by Dr Shelle VanEtten de Sánchez at TEDxABQWomen: https://www.youtube.com/watch?v=VmQVNE-MbKI</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Could the example shown in the video of group artistic practice in the field of poetry be an interesting challenge to propose to your community? ▪ Which do you think is the most difficult to apply among the five rules for a good collaboration (reduce one's ego; it can be perfected and learned; mutual sharing is derisive; letting go of one's work; the result is collective where everyone has the own recognition)?



60'	<p>Realisation: from the co-design of the artistic event to the involvement of new audiences - How to stimulate the participation of new audiences.</p> <p>We invite you to visit the website of European Parliament and read the Report on the situation of artists and the cultural recovery in the EU (2020/2261(INI)) of the Committee on Culture and Education:</p> <p>https://www.europarl.europa.eu/doceo/document/A-9-2021-0283_EN.html</p> <p>You can find the Report in the different languages on the top left page.</p> <p><i>“The COVID-19 pandemic has emphasised and exacerbated the problematic working conditions for many active in the Cultural and Creative Sectors and Industries. While European countries are deploying unprecedented emergency responses to address the challenges facing the public health and social security systems across the European Union, many artists and workers in the CCSI are struggling. It may take decades to recover from this loss for the European cultural industry.”</i></p> <p>If you are not aware of the statistical data collected by the ministries of culture in your country:</p> <ul style="list-style-type: none"> ▪ Search the web for national reports on audiences of plays and live performances for the past three years. ▪ Select and collect the data and information deemed most important in this sector. <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ What lessons have been learned since the pandemic experience? ▪ What precautions to implement for the safety of the public in live shows? ▪ What new channels activated during the pandemic can be maintained for audience diversification?
60'	<p>Realisation: from the co-design of the artistic event to the involvement of new audiences - What is participatory planning.</p> <p>Watch the video “Participatory urban planning: Lessons from the field” (12’09”) by Elisa Maceratini, UN-HABITAT WORLDWIDE:</p> <p>https://www.youtube.com/watch?v=MQHJCD-cQ4Y</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ The architect Maceratini identifies 5 opportunities in participatory planning, namely: (1) Planning as a process; (2) Inclusive and multidimensional vision of the context; (3) Engagement; (4) Space of dialogue between stakeholders; (5) Empowerment and social inclusion. Do you think there are others? ▪ Would you be able to apply the simple rules indicated by the architect? ▪ What risks, in addition to those explained by Maceratini, could be revealed in your specific reference context?
60'	<p>Realisation: from the co-design of the artistic event to the involvement of new audiences - Sharing methods: the world café.</p>



	<p>Watch the video “Principles of the World Café” (8’30’’), by the World Café Europe: https://www.youtube.com/watch?v= fSnbzUcQ44</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ On which idea, or on which key question would you organize your world café? ▪ Which and how many stakeholders would be invited? ▪ How would this participatory methodology fit into the realization of your cultural event?
60’	<p>Realisation: from the co-design of the artistic event to the involvement of new audiences - Sharing methods: the Open Space Technology Workshop.</p> <p>Watch the video “Open Space Technology - The most engaging all-company meeting” (6’01’’) by Robert Richman: https://www.youtube.com/watch?v=WQj12jmLGr4</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ This example shows the experience of an OST workshop in a company, but we know that it can be applied in many different contexts. If you had to organise an OST during the realisation of a cultural event, how would you structure it? ▪ During the realisation of a cultural event, what would be the questions to propose to the market place? ▪ How to use and give value to the proposals and ideas that emerged during the OST?
<p>Duration of the Self-directed Learning Activity 6 hours</p>	
<p>Expected outcomes/outputs</p>	<p>We recommend adopting a personal Journal in which to write down your reflections, intentions, ideas, programmes and plans inspired by this journey. Write the answers in your Journal and/or post your reaction on our social media.</p>
<p>Self-evaluation</p>	<p>Evaluate the stimuli received from the proposed videos/articles and write in your Diary:</p> <ul style="list-style-type: none"> ▪ Which participatory method would you like to consolidate in your professional practice? ▪ Which method do you think is more effective and practicable in your reference context? ▪ Did you have any ideas on how to encourage the participation of new audiences?
<p>Link to EDUCATION TO BEAUTY MOOC</p>	<p>MOOC – Education to Beauty Curriculum - Module 2 MOOC – Education to Beauty Curriculum - Module 3 – Unit 3</p>



Module 3: «Evaluation: giving back to the community and territories to reactivate the virtuous process»

The continuity and future sustainability of each initiative is a very important phase of any artistic and cultural project, the duration indicated by the number of editions is certainly an indicator of goodness and approval by the public.

But what are the factors and conditions that make it possible to replicate the initiatives? Let's try to investigate some of them:

- Identifying key stakeholders and maintaining their motivation and consensus for your initiative.
- Tracking funding sources, sponsorships, grants, and crowdfunding.
- Hot issues: The safety of workers and the public and the environmental footprint of the cultural event.

Self-directed Learning Activities – Module 3

Time	Description of the activities and links
120'	<p>Evaluation and reactivation of virtuous processes: Identifying key stakeholders and maintaining their motivation and consensus for your initiative.</p> <p>Watch the video “My Top 6 Stakeholder Analysis Tools” (11’46”), by Dr Mike Clayton: https://www.youtube.com/watch?v=2MZsIELOea8</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Did you consciously follow the 5 steps identified in the video with reference to stakeholders? That is to say: Identify; Analyse; Plan; Act; Review? ▪ Have you used any of the stakeholder management tools featured in the video? ▪ Try applying one of the proposed ones to your case. <p>Watch the video “Edwin Locke: Goal-Setting Theory of Motivation” (8’30”), by Dr Mike Clayton: https://www.youtube.com/watch?v=737RGCTC1aE&list=PL6vWkk9L7LeE7ly5r-rFBoi0gt1o3yKhH&index=15</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Do you agree that goal setting theory is a powerful technique to keep motivating the stakeholders of your initiative? ▪ Since the collection of external feedback is extremely important, have you considered including meetings with stakeholders to receive their evaluations and share new goals?
120'	<p>Evaluation and reactivation of virtuous processes: Tracking funding sources, sponsorships, grants, and crowdfunding.</p>



	<p>Watch the video “The single biggest reason why start-ups succeed” (6’4’’), by Bill Gross, TED: https://www.youtube.com/watch?v=bNpx7gpSqbY</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ In this video the author talks about start-ups, but wanting to make an analogy with a cultural initiative that is long-lasting, how do you consider the percentages of the critical factors indicated in the study? ▪ Funding represents the 14%, the less important factor, since the first critical success factor is timing (42%), the second is the team and the execution (32%), the third is the idea (28%), the fourth is the Business Model (24%), and finally financing (14%). Therefore, before looking for funds, did you consider the aforementioned success factors of your initiative? <p>Watch the video “Sponsorship Proposal Basics in About 15 Minutes” (16’56’’), by Kim Skildum-Reid, Power Sponsorship: https://www.youtube.com/watch?v=J-BTJBa8LTM</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Do you have a sponsorship proposal for your cultural initiative? ▪ What characteristics should your ideal sponsor have? ▪ Is it possible to identify different types of sponsorships for your event? <p>Watch the video “What is crowdfunding?” (1’19’’), by Nesta The UK’s Innovation Agency: https://www.youtube.com/watch?v=9MnzjCMQgKU</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Do you know how online crowdfunding platforms work? ▪ Are you thinking of adopting crowdfunding policies to support your cultural initiative? ▪ If yes, which ones, if not, why?
120’	<p>Evaluation and reactivation of virtuous processes - Some hot issues to consider: The safety of workers and the public and the environmental footprint of the cultural event.</p> <p>Watch the video “Event Safety and Crowd Management” (5’34’’), by Luke Westbury: https://www.youtube.com/watch?v=U3rGWsopBtc</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Ensuring the safety of the public and workers is one of the crucial aspects for the success of an event: what risk prevention measures have you adopted for your initiative? ▪ Have you established standard procedures for accessing and enjoying the live show? ▪ Do the workers have the standard equipment to carry out their duties?



	<ul style="list-style-type: none"> ▪ Have you identified a security officer? <p>Watch the video “The Ecological Footprint Explained” (1’20’’), by Moovly: https://www.youtube.com/watch?v=fACkb2u1UJLY</p> <p>Watch the video “Running a Sustainable Event” (3,40’’), by Brighton & Hove City Council: https://www.youtube.com/watch?v=JNXfn6sOs8g</p> <p>Reflecting on your professional practices, try to answer the following questions:</p> <ul style="list-style-type: none"> ▪ Have you considered the environmental impact of your initiative? ▪ What precautions do you intend to adopt so that your proposal for a cultural event also has positive effects on the environment? ▪ How do you intend to inform your audience about your choices regarding the environmental impact of the event?
60’	<p>Evaluation of your Spiritus Loci experience:</p> <p>Regardless of the phase you are in, from the idea generation phase to the conclusion of a cultural event, try to apply the resources and the ideas coming from them concretely. You can use the MOOC openly and freely, by logging in as a guest, or you can register on the platform to access additional resources.</p> <p>The project partners are at the complete disposal of those who also wish to be Builders of Spiritus Loci experiences! Let yourself be heard or read!</p>
<p>Duration of the Self-directed Learning Activity 7 hours</p>	
<p>Expected outcomes/outputs</p>	<p>We recommend adopting a personal Journal in which to write down your reflections, intentions, ideas, programmes and plans inspired by this journey. Write the answers in your Journal and/or post your reaction on our social media.</p>
<p>Self-evaluation</p>	<p>We realise that the inputs to consider for the realisation of a cultural event, even the simplest, are really many. Therefore, in this area more than in other sectors, the team is fundamental. Since creating aggregations of people motivated to pursue the same goals takes a lot of time and a lot of dedication, we recommend to be careful because it takes nothing to destroy them! Finally, as reiterated by various videos, it is important to learn from failures, because only in this way can we tend to improve ourselves and improve what surrounds us.</p> <p>At the end of this journey, we invite you to honestly tell yourself where you are and where you want to go, beyond Spiritus Loci.</p>
<p>Link to EDUCATION TO BEAUTY MOOC</p>	<p>MOOC – Education to Beauty Curriculum - Module 4 MOOC – Education to Beauty Curriculum - Module 3 – Unit 4</p>



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