



Regional Development

Mobility Initiative



OBJECTIVES OF THE MOBILITY INITIATIVE

The Mobility Initiative aims to provide participants with the opportunity to get to know new strategies for regional development management, for the promotion of employment, of entrepreneurship, for the development of tourism and for an effective marketing of the territory. The focus will be on the Tuscan experience in the field and on Tuscan strategies for regional development .

The specific objectives of the “Regional Development” Mobility Initiative is to give participants the opportunity to:

- Acquire a better understanding of the Tuscan strategies for regional development and their role and contribution to the national and regional economic system
- Acquire knowledge about the current policies and strategies for regional development.
- Acquire information of the existing methods and experiences for the promotion, organisation and management of regional development and in particular of: employment, entrepreneurship, tourism, sustainable development.
- Share best practices with public and private institutions operating in regional development and territory promotion in Tuscany
- Develop new contacts and explore opportunities of cooperation with public and private institutions operating in the regional development sector in Tuscany

EXPECTED RESULTS

The individuals who participate in the study visit will have the opportunity to get to know new methods, strategies and solutions adopted in Tuscany for regional development.

Furthermore, the programme will give the participants the opportunity to meet with managers and directors of the Tuscan public bodies in charge of regional development.

ROLE OF PIXEL AS HOST ORGANIZATION

Pixel organize the mobility initiative at local level.

Pixel is in charge of the implementation of the programme, of the liaising with local bodies, of the preparation of the visits, of the tutoring during the visits, of the language assistance, of the monitoring and supervision etc.

A representative of Pixel will be accompanying the group during each visit to the local bodies, providing practical assistance in the reaching the institutions to be visited, giving assistance during the visit, making all the necessary reciprocal introductions, moderating the visit and providing linguistic support.

RELEVANCE OF THE INITIATIVE

The “Regional Development” Mobility Initiative is relevant to respond to the needs of the participants involved because it will give them the opportunity to:

- Better understand the specific characteristics, points of strength and main challenges that the regional development is facing in Tuscany in particular, and get to know what is being done to enhance regional development and in particular employment, entrepreneurship, tourism, sustainable development.
- Get to know and understand, in a comparative approach, how regional development is promoted in Tuscany in order to highlight main differences and points in common with the own country system and to identify possible Best Practices to be shared.
- Have a direct contact and get to know the Tuscan regional development strategies through meetings with the key actors working in the field, both at Public and Private level, and therefore learning about different existing experiences and work methods of another European Country (i.e. Italy).
- Share points of view of colleagues operating in the regional development sector in Tuscany, in order compare everyday challenges and common problems and share the most effective solutions adopted to face them effectively. This will give the participants involved the opportunity to develop a more aware and open minded point of view.
- Develop, during the visits to institutions working in the regional development sector important contacts to be exploited in future cooperation initiatives and partnerships.

PREPARATION

The participants involved in the “Regional Development” Mobility Initiative, before the beginning of the mobility project will have to:

- Carry out a brief study on the Italian regional development and prepare a list of topics of discussion that will be proposed to the representatives of each of the Italian public and private institutions working in the Tuscan regional development sector they will visit during the Mobility Initiative training. The questions and topics of discussions will be shared with the hosting institutions and will then be proposed to each of the institutions visited so to foster the effectiveness of the meetings.
- Carry out a brief presentation of own country regional development strategy to be presented to each of the institutions visited in order to enhance the sharing of mutual challenges and of best practices.

EVALUATION AND FINAL CERTIFICATION

Each participant in the Mobility Initiative, at the end of the mobility period, is asked to fill in an evaluation form focusing on all aspects of their mobility experience in Italy. The evaluation forms are collected by Pixel and they are used to create an evaluation Report on the experience. The results of the evaluation are used for the planning of further mobility initiatives that will be based on the strengths of the experiences concluded and will overcome the weaknesses.

Each participant involved in the Mobility Initiative receive a the Europass Mobility document to record the competences and experiences acquired during the initiative itself. The document is produced in cooperation between Pixel and the promoting institution. Also, every participant receives a Certificate of Participation in the mobility initiative that provides all the relevant information on the activities carried out during the mobility initiative.



THE HOST ORGANIZATION

GENERAL DESCRIPTION

The Mobility Initiative is organized by Pixel. The mission of Pixel is the promotion of internationalization and European Cooperation.

Pixel was established in Florence (Italy) in 1999 and has therefore over 10 years of experience in the following areas:

- Organization of international training initiatives
- Consultancy for planning and managing European projects
- Organization of transnational mobility events and initiatives
- Direct submission as a promoter or coordinator of European projects
- Organization of international conferences in the field of education and training

Pixel has developed cooperative agreements and partnerships throughout Europe with public authorities in 30 different European countries. In Italy, and in Tuscany in particular, Pixel cooperates with several public authorities.

Pixel is engaged in a constant improvement in the quality of the services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as an in-service education and training organization by the Ministry of Education. Pixel is accredited as a training agency by the region of Tuscany.

More information on the expertise of Pixel can be found at: <http://www.pixel-online.net>.

STAFF EXPERIENCE AND EXPERTISE

The Mobility Initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has 18 years of experience in the planning and management of international education and training events. She is in charge of the creation of the programme for the group of participants, of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who continuously cooperate with Pixel.

- Dr. Andrea Peraldo has 10 years of experience in the planning and management of international education and training events. He is in charge of accompanying the group during each visit to the institutions, giving assistance in the use of Public transports, moderating the visit and giving linguistic assistantship when necessary

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Certificazione di Qualità in
in conformità alla norma
UNI EN ISO 9001:2000.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.



Accreditamento presso il
Ministero della Pubblica Istruzione
con Decreto del 25/07/2006

Accredited by the Italian
Ministry of Education with the
Legislative Act of 25/07/2006



Accreditamento presso la
Regione Toscana con
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County
Council with Legislative Act n.
1722 of 25/03/2003

THE MOBILITY INITIATIVE PROGRAMME

Day	Time Table	Contents
DAY 1 Monday	Morning 9:00 – 13:30 <i>Training in Pixel</i>	<ul style="list-style-type: none"> • Presentation of participants • Presentation of the Mobility Initiative programme and of practical issues • Introduction to the Tuscan regional development issues and strategies • Presentation of current and past projects carried out in Tuscany for the promotion of: employment, entrepreneurship, tourism, sustainable development.
	Afternoon <i>Cultural Visit</i>	<ul style="list-style-type: none"> • Cultural visit of Florence
DAY 2 Tuesday	Morning 8:00 – 13:00 <i>Mobility Initiative</i>	<ul style="list-style-type: none"> • Visit to Province of Florence, Department of Training for Employment. Meeting with the director in charge of training policies and strategies to support employment.
	Afternoon 14:00 – 17:00 <i>Mobility Initiative</i>	<ul style="list-style-type: none"> • Visit to the Public Employment Centre of Florence. Meeting with the director.
DAY 3 Wednesday	Morning 10:00 – 12:00 <i>Mobility Initiative</i>	<ul style="list-style-type: none"> • Visit to CIA – Confederazione Italiana Agricoltori (Confederation of Italian Farmers). Association representing the interests of Agricultural enterprises of the Tuscany Region
	Afternoon 15:00 – 17:00 <i>Mobility Initiative</i>	<ul style="list-style-type: none"> • Visit to Confindustria Firenze – (Industrial Association of Florence). Association representing the interest of industrial enterprises in the Firenze Province.
DAY 4 Thursday	Morning 9:00 – 13:30 <i>Training in Pixel</i>	<ul style="list-style-type: none"> • Presentation of MOT the official tourist search engine for Tuscan Tourist Sector • New Technologies for the promotion of tourism in Tuscany • Discussion
	Afternoon 15:00 – 17:00 <i>Mobility Initiative</i>	<ul style="list-style-type: none"> • Visit to Agenzia di Promozione Turistica di Firenze – (Agency for the Promotion of the Tourism Sector of Firenze). Public Agency in charge of the planning and management of the promotion of the Tourism in the Firenze Area. Meeting with the Director
DAY 5 Friday	Morning 10:00 – 12:00 <i>Mobility Initiative</i>	<ul style="list-style-type: none"> • Visit to Tuscany County Council. Department of Regional Development. Meeting with the director.
	Afternoon	<ul style="list-style-type: none"> • Free Time

GENERAL INFORMATION

Target Group	Managers of public authorities in charge of regional development. Civil servants, experts and operators working to promote regional development.
Languages	The Mobility Initiative will be held in English
Location	Florence (Italy)
Total Duration	1 week
Fees	<p>Option 1: € 1.200 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in single rooms with private bathrooms Breakfasts, lunches, dinners.</p> <p>Option 2: € 1.050 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared double rooms (for 2 people) with private bathrooms Breakfasts, lunches, dinners.</p> <p>Option 3: € 900 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared rooms for 4 people with private bathrooms Breakfasts, lunches, dinners.</p> <p>Option 4: € 800 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared rooms for 4 people with private bathrooms Breakfasts, lunches</p> <p><i>The fees are related to groups of minimum 12 participants. For smaller groups the price could be higher.</i></p>



FURTHER INFORMATION

For further information, please contact:

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