



in collaboration with



PROJECT DESIGN FOR SOCIAL ENGAGEMENT

In & Outdoor course

Welcome to our training program tailored to help you explore and refine your **skills in social design**.

This course equips you with the tools to create and implement projects that effectively engage target groups, with a focus on community and organizational contexts. Emphasizing creative solutions, it guides you in designing projects that prioritize **social impact** and enhance **community well-being**.

The training will take place in both indoor (**classroom or workshop settings**) and outdoor environments (**study visit**), providing a diverse and hands-on learning experience. By blending **theory with practical application**, the program is ideal for both beginners and experienced professionals.

The course will be conducted in **English**.

What to expect

Comprehensive learning. The course covers the project design process, from initial concept to final implementation. You'll acquire the skills necessary to bring your ideas to life effectively.

Hands-on engagement. Participate in practical exercises designed to deepen your understanding of target groups. Utilize creative tools to engage with communities meaningfully.

Expert insights. Learn valuable knowledge and inspiration from experienced professionals in the field of social design.

Real-world applications. Through the study visit, you'll explore the real-world applications of social design. The visit provide valuable insights into territorial and experiential aspects of social design, helping you experiment with creative solutions for problem-solving.

Agenda

DAY 1 – Project methodology: the correct questions for effective social design

The training session will bring participants to a common understanding about social design, analyzing the most spread design thinking models to face societal challenges. Participants will reflect together and make practice on participatory approaches to social design, from identification of prior needs to be detected at community level up to conceiving of joint and multistakeholder initiatives for social innovation.

Session 1 - Defining “social design”

Session 2- Design thinking models for social innovation

Session 3 - Participatory and community-based approaches to social design

Session 4 - Debriefing



ELENA ROMANINI
Project Manager

DAY 2 – Effectively involve your target group

This session will focus on the practical using of design thinking from previous day reach the target group effectively. Using the five-phases model (empathy, definition, ideation, prototyping, and testing), we will practice with concrete tools to actually meet the target group needs. Within interactive activities, group work, exchange of ideas, co-creation and continuous feedback, we will go throughout the process to create and improve innovative and impactful social design solutions.

Session 1. Brief Recap of Design Thinking Concepts

Session 2. Empathy: Understanding the Target Group

Session 3. Define: Identifying Key Engagement Challenges

Session 4. Ideation: Generating Creative Engagement Strategies

SESSION 5. Prototyping: Developing and Testing Engagement Approaches

SESSION 6. Conclusion and Exchange



**ALESSANDRA
MOZZO**
**Occupational
psychologist and
psychotherapist
for training
systems**

DAY 3 – Targeted communication to connect with your audience

The session focuses on equipping participants with strategies to connect effectively with their audience in social projects, covering techniques for engaging both internal teams and external stakeholders. Through interactive exercises and real-world applications, participants will develop the skills to involve and motivate everyone from project workers to community beneficiaries.

Session 1. Internal and external audiences: who are they?

Session 2. Communication techniques for internal audiences

Session 3. Communication techniques for external audiences

Session 4. Visit of a social communication specialist organization

Session 5. Workshop



**MARIA CARLA
ITALIA
Communication
Manager**

DAY 4 – Social and green in real life: study visit to La Cascina

The Cascina AlbaTerra Cooperative blends the profit-driven aspects of an agricultural business with the social mission of a non-profit farm.

It focuses on breeding animals like goats and sheep, experimenting with organic farming, and promoting eco-friendly agricultural practices. The cooperative is also dedicated to hospitality, offering work reintegration opportunities for individuals facing challenges or recovering from personal difficulties.

Collaborating closely with local health and social services, it creates work placements that help participants develop responsibilities, acquire specific skills, and achieve economic independence.

Cascina AlbaTerra fosters a supportive community, grounded in a love for the land and shared living, where new ideas, relationships, and lifestyles can flourish.



**[https://
www.cascinaalbaterra.it/](https://www.cascinaalbaterra.it/)**

DAY 5 – Evaluate success: monitoring and measuring impact

This training provides a comprehensive overview of monitoring and evaluating social project impacts, ensuring measurable results aligned with project objectives. We begin with foundational concepts in monitoring and impact assessment, including both qualitative and quantitative tools. Participants will then delve into the use of questionnaires for data collection, focusing on design and implementation best practices. The training also covers data interpretation through psychometric statistics and concludes with a practical application in a real-world case study.

Session 1. Introduction to monitoring and impact assessment

Session 2. The questionnaire as a monitoring tool

Session 3. Interpretation of questionnaire outputs

Session 4. Practical application and case study



LUCA RADASSAO
Ph Student

Who can participate?

This course welcomes professionals, community leaders, social workers, and anyone involved in designing and implementing projects on social issues: this could include non-profit organizations, community organizations, or businesses looking to enhance their social impact.

We also extend a special invitation to **ERASMUS+ KA1 beneficiaries** (accredited members).

Venues and Dates

- **Verona (IT):** 25-29 November 2024
- **Athens (EL):** 2-6 December 2024

Course Fee

480 euros

Subscription

Fill in the online form on the Glocal Factory website. You will be contacted for further instructions on how to complete your registration. Once you are formally enrolled, you will receive all logistical details and further information on the course.

DEADLINE FOR SUBSCRIPTION: 31st October 2024



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