



ERASMUS+ PROGRAMME

Project Number: 610238-EPP-1-2019-1-JOEPPKA2-CBHE-JP

HANDS:

Traditional Craft Heritage Training, Design and Marketing in Jordan and Syria

Third Staff Training Workshop for Jordanian and Syrian Partners

Traditional crafts Training and Marketing



**Università degli Studi
Guglielmo Marconi**



c e s i e
the world is only one creature

Agenda

Universita Degli Studi Guglielmo Marconi

And in cooperation with

CESIE / a European centre of studies and initiatives

Rome-Italy

Sept. 26th - 30th, 2022

Monday – Friday

Address: via Plinio, 44 – 00193 Rome – PLINIO CONFERENCE ROOM



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Venue: via Plinio, 44 – 00193 Rome – PLINIO CONFERENCE ROOM

Day 1: Monday, Sept., 26th, 2022	
9:00 – 9:30	Registration
9:30 – 10:00	Welcome and presentation of the workshop program Dr. Arturo Lavalle , Head of USGM R&D dept.
10:00 – 11:30	Presentation and discussion: Innovation Management. Dr. Arturo Lavalle / USGM
11:30 – 12:00	Coffee break
12:00 – 13:30	Presentation and discussion: More than a Job - A counselling desk for social entrepreneurship CESIE
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan ceramic company
16:30-17:00	Summary of the day (Dr. Sara Sella)
19:00	Social Dinner

Day 2: Tuesday, Sept., 27th, 2022	
9:00 – 9:30	Welcome, registration and feed back
9:30 – 13:00	Visit to USGM Workshops / recording studios + HANDS video promo recording
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan textile company
16:30-17:00	Summary of the day (Dr. Sara Sella)

Day 3: Wednesday, Sept., 28th , 2022

9:00 – 9:30	Welcome, registration and feed back
10:00 – 11:30	Presentation and discussion: HANDS Database CESIE
11:30 – 12:00	Coffee break
12:00 – 13:30	Presentation and discussion: My Handicraft - An E-learning platform on craft CESIE
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan company
16:30-17:00	Summary of the day (Dr. Sara Sella)

Day 4: Thursday, Sept., 29th , 2022

9:00 – 9:30	Welcome, registration and feed back
9:30 – 11:00	Presentation and discussion: Business Plan, Prof. Donatello Aspromonte / USGM
11:00 – 11:15	Coffee break
11:15 – 13:00	Presentation and discussion: Digital marketing CESIE
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan company
16:30-17:00	Summary of the day (Dr. Sara Sella)

Day 5: Friday, Sept., 30th , 2022

9:00 – 9:30	Welcome, registration and feed back
9:30 – 13:00	Presentation and discussion: The role of e-marketing in the Hands project Prof Basem G Ghadeer
	Presentation and discussion: Presentation of USGM Research projects and visit to USGM Labs
13:00 – 14:00	Lunch break
14:00 – 16:30	Visit to artisan company
16:30-17:00	Summary of the workshop Dr. Loai Dabbour, Dr. Sara Sella