

CALL FOR APPLICATION

ERASMUS+ BLENDED INTENSIVE PROGRAMME (BIP) A.Y. 2021/2022

for the participation in the Blended Intensive Programme
'Humanities Skills for the Digital World' (summer 2022)
organised by the University of Pompeu Fabra, Barcelona

(Deadline 31st May 2022 – h 12:00 p.m.)

Attachment to Rectoral Decree n. 407/2022, Prot. n. 46932 of 16/05/2022

ART. 1 – Presentation of the Blended Intensive Programme (BIP)

1. Mobilities selected through the present Call are disciplined by the provisions of the 2021-2027 Erasmus+ Programme, and financed with funds of the Erasmus+ for studies Call 2021.
2. The new Erasmus+ programme 2021-2027 supports Blended Intensive Programmes (BIP), allowing for groups of higher education institutions to jointly develop short, intensive programmes that use innovative ways of learning and teaching. The BIP enables new and more flexible mobility formats that combine **a physical mobility abroad** with a **compulsory virtual component**. The virtual component must bring the learners together online to work collectively and simultaneously on specific assignments that are integrated in the blended intensive programme and count towards the overall learning outcomes.
3. In the a.y. 2021/2022 Ca' Foscari University of Venice participates in the BIP '**Humanities Skills for the Digital World**', organised by the **University of Pompeu Fabra (Barcelona)** as part of the 'Barcelona International Summer School' (BISS).
4. This Call for Application will select 7 students to take part in the BIP 'Humanities Skills for the Digital World', which will be delivered entirely in English and will have a total duration of 30 hours of teaching.
The detailed program of the BIP is described in Annex 1 to this Call.
5. This BIP consists of two types of mobilities, both mandatory for the participation and recognition of the activity:
 - a) **A virtual mobility**, which allows students to meet online with teachers, students and students of foreign universities and to work on a programme in order to achieve specific learning outcomes. It is a compulsory and complementary activity to physical mobility that does not allocate any financial contribution.
The virtual activity will take place from 11th to 15th July 2022 (week 1), as described in the BIP programme (Annex 1).
 - b) **A short-term physical mobility** at the University of Pompeu Fabra, in Barcelona, which provides for the allocation of specific mobility grants for the duration of the activities carried out in person, in accordance with art. 4 of this Call for Application.
The in-person activities will take place from 18th to 22nd July 2022 (week 2) at the University of Pompeu Fabra (Barcelona), as described in the BIP programme (Annex 1).

The maximum number of absences is indicated in the "Absence Policy" of Annex 1.

6. Selected students will be exempted from corresponding tuition fees to take part in the BIP.
7. Selected students will be required to comply with all procedures that will be communicated by the International Office after the selection process.
8. During the BIP students cannot carry out the following activities at Ca' Foscari University of Venice:
 - Academic activities (courses and exams, even if provided remotely), including courses offered within the PF24CFU;
 - Tutoring activities, student collaborations, laboratory practice, internships and equivalent activities, even if carried out remotely;
 - All activities that might interfere with courses and all activities planned in the framework of the mobility period.
9. Selected students who will not conclude all mobility procedures correctly, or who will graduate before the recognition of the activities carried out during the mobility period, will have their mobility cancelled and will be required to reimburse the grant received. Ca' Foscari University of Venice reserves the right to decide whether to block the student's academic career.
10. It is each student's responsibility to consider possible health and security risks that they might incur during the mobility, and to frequently check the website www.viaggiasesicuri.it.
11. In case the mobility is interrupted due to documented causes of force majeure, the International Office (hereafter referred to as IRO) will submit the relevant documentation to the Italian Erasmus+ National Agency INDIRE, which will decide whether to approve the request of interruption and recognise the mobility period carried out.
12. Should selected students be subject to disciplinary action, or should they have failed to comply to the regulations of previous or ongoing mobilities, their mobility will be cancelled and, should their mobility have already started, the IRO will ask for the reimbursement of the grant received.

ART 2. – Admission criteria

1. The selection is open to all students regularly enrolled in the **Master's Degree Programme in Digital and Public Humanities** at Ca' Foscari University of Venice for the academic year 2021/2022 at the time of submitting the application and for the entire duration of the BIP.
2. **Applications of students who have been selected for an Erasmus+ mobility for study for the a.y. 2021/2022 and/or 2022/2023 will not be taken into consideration.**
3. The applicants must take into account that if they have already participated in the Erasmus+ mobility programs, they must not have exceeded the maximum duration of mobility in presence allowed, i.e. 12 months for each study cycle.

ART 3. – Recognition of the activities carried out during the mobility period

1. The participation in the BIP allows to obtain 4 credits (CFU) that will be recognised as extra credits for the activities carried out during the mobility period.

ART. 4 – Grants

1. Students who will be selected in the frame of this Call for Application can benefit from the following forms of funding, for the period of short-term physical mobility under the BIP ‘Humanities Skills for the Digital World’ programme:
 - a) Individual support for short-term physical mobility, the daily amount of individual support for short-term physical mobility for the activities carried out under this BIP (**70 EUR per day, for the period from 18th to 22nd July 2022**).
 - b) Top-up amount to the individual support for short-term physical mobility of 100 EUR one-off for students who will have submitted an ISEE 2022 by 31 May 2022 valid to access all forms of university financial aid of an amount not exceeding 24.000 EUR.
2. In order to be eligible for the top-amount mentioned in Art. 4, paragraph 1, point b), students must request the 2022 ISEE certificate valid to access all forms of university financial aid. The certificate must not show omissions/discrepancies. Selected students must request the ISEE for financial aid by compiling the DSU self-certification form concerning the composition of their household and the income and asset situation of each member of the household. This can be done either by students themselves by filling in the form in the “online services” section of the INPS website (www.inps.it) or with the help of a CAF centre or professional tax consultant. Should more than one student from the same household be applying for financial aid, the certification must contain a note specifying that the ISEE applies to financial aid for each student concerned, whose Fiscal Code must be indicated on the document. Students must NOT submit any hard copy of their 2022 ISEE certification to the IRO, which will access it directly from the INPS database.

Non-Italian students or Italian students residing abroad: according to Italian Law, the actual income and asset situation of foreign students or Italian students residing abroad is defined through the I.S.E.E.E. indicator, which is obtained by combining and assessing the total sum of the income earned abroad and the 20% of the asset possessed abroad. Non-Italian students or Italian students residing abroad income and asset situation is defined through the ISEE/ISPE parificato indicator. Non-Italian students or Italian students residing abroad can request the ISEE parificato at any CAF centre and must submit it via email at eutopia@unive.it by 31st May 2022, h 12:00 p.m. Students who need to request the ISEE parificato are invited to refer to the CAF affiliated to Ca’ Foscari University of Venice: CAF CGL, Venezia, Fondamenta del Gafaro 3536 - tel. 041/5491188, where they can access the service for free.

3. The grants mentioned in paragraph 1 will be paid in two instalments: the 70% of the estimated total grant before the mobility and the 30% final instalment following the conclusion of the mobility.
4. Non-compliance with procedures and failure to complete the planned activities may result in the revocation of the mobility grants mentioned in paragraph 1.

ART. 5 - How to apply

1. In order to apply, students must submit their application form **in English** by filling in the form available at the following link: <https://forms.gle/9dcjCB56o6zVGhu6> . The form must be submitted, penalty of exclusion, **by 12:00 pm (noon) on 31st May 2022.**

ART 6 - Rankings

1. Applications will be evaluated by the Selection Committee composed of professors from Ca' Foscari University of Venice and staff from the International Office. The Selection Committee will draw up a ranking of the eligible students based on the following criteria:
 - Career speed and academic merit (number of registered exams and weighted average mark of registered exams): up to 5 points
 - Motivation to participate in the BIP 'Humanities Skills for the Digital World' programme: up to 5 points.
2. The rankings will be published in the Personal Area at www.unive.it (section "Mobilità Internazionale") by 15th June 2022. Any postponements of the ranking list will be notified on the website at: <https://www.unive.it/data/12637/>.
3. No formal acceptance of the place must be made by selected students, the name of selected candidates will be communicated without further formalities to the university of destination.
4. Host university may at any time modify the planning of mobilities, in terms of effective activation of the programme, number of available places, duration and period of mobility.
5. Non-EU citizen selected students must make sure well in advance:
 - that they hold all the travel documents required to enter and stay in the country of their mobility;
 - to hold a valid Italian stay permit when they return to Italy. The Immigration Team is available for support on the matter (immigrationteam@unive.it).

ART. 7 – Privacy Policy

1. The applicant's personal data are processed in accordance with the applicable domestic and European Union laws and regulations (Legislative Decree n.196/2003 and EU Regulation 2016/679) and the processing is solely aimed at carrying out the selection process. For further details, please read the privacy policy attached to this document.
2. The provision of personal data is mandatory. It is necessary to evaluate the qualifications requested to take part in the selection process.

ART. 8 – Annexes to the Call for Applications:

ANNEX 1: BIP Programme
ANNEX 2: Privacy policy

Venice,

The Rector
Prof. Tiziana Lippiello

Course Syllabus - Humanities Skills for the Digital World

Language of Instruction: English

Coordinating professors: Simone Ventura and Blanca Fullana

Professor's Contact and Office Hours: on demand

Course Hours: 30 hours

Recommended Credit: 4 ECTS credits

Weeks: 2 weeks

Course Prerequisites: None/indicate pre-requisites

Language Requirements: English fluency

Course Description:

Digitalisation is expanding at an unprecedented pace, currently and into the near future, It is transforming our societies and the ways we think; shaking the ideas and values we believe in and questioning and redefining some of the most significant milestones in Humanity.

Traditional boundaries between a wide range of disciplines, including Engineering, Computer Sciences, IT, Biology, Medicine, Environmental sciences, and so on, blur under the pressure of a digital turn that carries with it both excellent opportunities and daunting challenges. In such, it is at the same time relevant to become aware on how the Philosophies, Ethics and other Humanities reflections upon our societies' advances and developments are in this context also being subverted and disrupted.

Understanding that Humanities can play an important role in providing insights, patterns of thought, methods, and practices to understand ongoing processes, as well as help in finding adequate answers to new questions, this course is set to offer a more dynamic teaching and learning environment which can provide students with wider Humanities competences beyond their more technical and scientific single fields of study, in both theoretical and real case-study practice reviews.

While the approach is informed by the Humanities, including the Arts, History, Philosophy, and Ethics, the course relies on specific Digital Humanities approaches as a blooming field of study and methodology, ideally suited to deal with the opportunities and the challenges of the ubiquitous application of digital methods and tools in traditional and innovative sectors.

In all, this course aims to support markets and society's need of new profiles with broader transversal and interdisciplinary skills, that will be able to meet the needs of a constantly evolving digitalised context.

Learning Objectives:

Humanities Skills for the Digital World is a practice-based course, aiming at two main learning objectives:

- 1) exposing students to on-site and virtual-real case studies through formal teaching and content-related fieldtrips and seminars.
- 2) fostering a three-way dialogue and project-based exchanges between students, members of the Academia and players from the private and public sector, through major agent collaborators from and based in Barcelona.

“*Humanities Skills for the Digital World*” intends to take an active stance within the ongoing debate on the current and foreseeable implications of progress in the digital realm for human universal needs and life standards. We aim at showcasing examples of how some ongoing innovative projects are addressing these implications. Through formal lectures, case-study reviews, and content-rich and thought-provoking dialogues between contributors from the academic, public and private sectors, the course aims at ensuring that students gain critical engagement in the intellectual, economic, and social issues relevant in some of the key sectors of our productive milieu, such as; Environmental Sciences, Culture and the Arts, Health, Food and Science, Mobility, Tourism and Lifestyle, Music and Entertainment, Design, Architecture and Urbanism, among other options that may arise in the scope of local and international networking opportunities, both internal and external.

Detailed programme WEEK 1 (Simone Ventura)

Contents

In week one, a series of convenors from the UPF and in partnership with institutions involved in broad projects such as Erasmus+ and Eutopia (partner institutions include, among others, The University of Gothenburg, The Ca' Foscari University of Venice, and King's College London) will join us to reflect upon the topics outlined below. Our guests will be intervening remotely (online) and in presence - whenever circumstances permit.

1. [11/07/2022] *Is there a 'digital human' looming?* We will move from the claims of Norbert Wiener's that the invention of cybernetics is central to how we imagine many of our digital technologies today. This stance suggests that recent theoretical frames derived from cybernetics can be productive for examining the cultural and ethical implications of digital media and have the potential to fruitfully interact with recent definitions of post-humanism and trans-humanism.

12.00 Welcome and General Introduction to the Course: Blanca Fullana/Simone Ventura

12.30-13.30 Lecture 1: Óscar Cámara UPF

13.45-14.45 Lecture 2: Santiago Zabala UPF

2. [12/07/2022] *Visual arts in the digital era between aesthetic purposes and epistemological concerns* Since digital media transform the perceptual capacities of the human body, we should think in detail about the aesthetics of digital media. Aesthetics refers to the understanding and judgement of what can be perceived and sensed. We will ask questions about how aesthetic categories are redefined within/by the digital environment. We will also ask how the digital changed the visual from a mere tool for transforming data into representation (or a surrogate for the “purity” of code) to a path into interpretation, hence a way towards modeling knowledge.

12.00 – 12.15 Introduction to the second day: Simone Ventura

12.15 – 13.00 Lecture: Pol Capdevila UPF

13.00 – 14.00 Respondent: Simone Ventura UPF

3. [13/07/2022] *Do digital methods and tools make the world more sustainable?* Common myths about the digital environment are that it is permanent and “immaterial” (e.g. not instantiated in the “real” world). If we engage with digital technology, we will realize the opposite. Digital formats are vulnerable and depend upon elaborate material infrastructures. Infrastructure raises accessibility issues, and social justice and fairness concerns. Moreover, infrastructure is both highly energy consuming and producing. Computers waste energy translates into greenhouse excess gases that contribute to pollution and global climate change. Computers contain heavy

metals and toxic chemicals that pollute the soil and contaminate groundwater when they are dumped into landfills. Moreover, the tragic events unfolding in Ukraine add a layer of complexity: raw materials and infrastructure central to digital labour in a globally networked environment can be bargaining chips or targets on the ruthless international relations scene.

12.00 – 12.15 Introduction: Simone Ventura

12.15 – 13.45 Dialogue followed by q/a: Marco Madella UPF – Pablo Pareja UPF

13.45 – 14.15 Q/A

4. [14/07/2022 [Arianna Ciula KCL](#)] *Living in a world of data: generating, cleaning and knowing information*. The word data derives from the Latin word *datum*, which means given. This suggests that data exist in the world, regardless of the processes of making, using, presenting, or repurposing. At every step, data creation raises ethical issues related to privacy, ownership, and use. We will invite you to reflect on data production practices, including appropriation of existing data, to understand fundamental concepts and concerns. Most importantly, we will ask what it means to talk about data in the context of the humanities, where images, texts, dance, music, and monuments might be the focus of research?

12.00 – 12.15 Introduction: Simone Ventura

12.15 – 13.00 Lecture: Arianna Ciula KCL

13.00 – 14.00 Respondent: María Morrás UPF

5. [15/07/2022] *The gaming sphere: inventing stories, creating worlds*. Gaming is a flourishing industry generating astronomic benefits for the companies (and the people involved). Yet we can easily argue that gaming has huge individual and social implications. It suffices to have a look at the topics solicited for the DIGRA Transactions for the Digital Games Research Association. We come across special issues on pedagogical approaches to and through games; on the extent to which games are media suitable for transmitting, recording, archiving store content in ways that are specific to games and different from other forms of “communication”; on self-transformative practices that are supported by the use of playful digital technologies.

12.00 – 12.15 Introduction: Simone Ventura

12.15 – 13.00 Lecture: [Feng Zhu KCL](#)

13.00 – 14.00 Respondent: TBC

Detailed programme WEEK 2 (Blanca Fullana)

Contents

In week two, the course is aimed to put hands-on real case studies of spin-offs, start-ups, fintechs and other relevant traditional and new businesses that are in one way or another designing, manufacturing and producing products and services that enhance technology and digital advancement in benefit of a most efficient and sustainable quality of life.

The purpose of week 2 is to have students reflect upon Humanistic dilemmas and challenges in the scope of a digital society, pursuing application of philosophical, cultural and ethical value propositions through the analysis of real-life projects, based in and out the Barcelona hub of present and future companies and stakeholder organizations.

Initial content propositions will lie in the logic of week one’s theoretical approaches and are intended to cover up to **4 real cases for discussion and reflection** in specific areas such as Metaverse, Gaming, Virtual Identity, The Arts, Social Innovation, Travel&Tourism, etc. featuring up to 5 expert external guest speakers implicated in the ideation and development of relevant existing pioneering digital innovation and technologically advanced companies, based in Barcelona.

1. 18/07/2022

12:00 to 12:30 BF/ Presentation of the second week and of the project template that students will have to fill in after the presentation of each case and that will serve as evaluation.

12.30-13.15 **Oscar Sala** DG The Collider/Mobile World Capital: Presentation of The Collider incubator, and its social and business projects vision and focus. The strategic importance of digital innovation.

13.15-13.30 Break

13.30-15.00 CASE 1

Silvia Casellas CEO/Founder Iternatura

Presentation of the company and the project in partnership with the Generalitat de Catalunya and the Département des Pyrénées Orientales: catcar.iec.cat, that involves virtual reality, gaming, and other digital tools in the fields of tourism and education innovation.

2. 19/07/2022

12.00-13.15 Blanca Fullana

Cotext class session featuring cases by sector, details, factors, and trends, according to the case studies discussed during the week. Theory 45min: Reflection and various examples of digitization in Urbanism, Tourism and Education sectors. Seminar 30min: Initiation to project template approach.

13.15-13:30 Break

13.30-15.00h. CASE 2

Marc Marzent / CEO/Founder www.aulart.com

Company presentation and case study related to the fields of Music and the Arts, including education, learning and production developments, featuring new opportunities and tools within the industry and its transformation.

3. 20/07/2022

12:00 to 13:15 BF / Theory 45min: Introduction to the digitization in the Art sector. Discussions from local and international Museums and Festivals. Approach to the role played by the irruption of Virtual Reality and Digital Identity, specifically in the creativity market (Mappings, NFTs, etc.) Seminar 30min: Debate and development around project worksheets.

13.15-13:30 Break

13:30-13:30h. CASE 3

Conxi Perez Andreu / CEO/Founder www.rollbox.com

Company presentation and case study in the field of social and environmental consciousness and awareness, specifically through gaming and other digital shared participative strategies.

4. 21/07/2022

12-13:15:

Cai Felip / CEO/Founder www.unionavatars.com

Company presentation and case study related to the notions of digital identity and future governance, including new challenges in metaverse and avatar digital empowerment.

13.15-13.30 Break

13.30-15.00 BF/ Tutoring seminar and class work covering the feedback for hands-on-projects reviews.

5. 22/07/2022

12-15h. TBD/C -BF/SV+ Guest speakers online/offline debate feedback real case-study presentations. Final conclusions of the module and wrap-up.



Course Contents
PROGRAMME OVERVIEW

WEEK 1 (by Simone Ventura)

	Mon 11/07	Tue 12/07	Wed 13/07	Thu 14/07	Fri 15/07
What?	Presentatio n of the course & The human condition in the digital realm	Visual arts in the digital era between aesthetic purposes and epistemological concerns	Do digital methods and tools make the world more sustainable and secure?	Generating, cleaning, and knowing data	The gaming sphere: inventing stories, creating worlds
Who?	Óscar Cámara (UPF) / Santiago Zabala (UPF)	Pol Capdevila (UPF)	Marco Madella (UPF) / Pablo Pareja (UPF)	Arianna Ciula (KCL)	Feng Zhu (KCL)

WEEK 2 (by Blanca Fullana)

	Mon 18/07	Tue 19/07	Wed 20/07	Thu 21/07	Fri 22/07
What?	Project briefing and methodolog y / Guest speaker / Presentatio n Case Study 1	Theory / Presentation of Case Study 2	Theory / Presentation Case 3	Presentation Case 4 / Hands- on-project	Recap and conclusions 4 case study reviews and roundtable
Who?	Oscar Sala (DG The Collider/Mo bile World Capital https://thecollider.tech/about-us/) + Silvia Casellas (CEO/Foun der	Marc Marzent (CEO/Founder www.aular.com)	Conxi Perez Andreu (CEO/Founder www.rollbox.com)	Cai Felip (CEO/Founder Union Avatars/Linking Realities https://linkingrealities.com)	BF/SV + guests



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Methods of Instruction:

A carefully selected host of in-house UPF projects and invited academics and professionals from Barcelona-based companies, start-ups, spin-offs and other relevant business and social agents, will conduct lectures, practices, and tutoring sessions.

The course is conceived as a practice Module, holding online and face-to-face sessions. The structure of the course is twofold:

- (1) General theoretical and context introduction
- (2) Core sectors case-studies and real-case feedback reviews

While both parts will deal with relevant topics related with the use and dissemination of digital methods and tools in the Humanities, the pre-selected sectors included in part 2 will introduce students to a wide range of expertise and strategic hubs within the city of Barcelona.

Method of Assessment:

- Class Participation: 10 percent
- Paper/Exercises week 1: 40 percent
- Project/week 2: 50 percent

Evaluation Criteria is established as follows:

- Class Participation: Includes participation in class discussions and online forum
- Paper/ Exercises week 1:

Students will be required feedback review exercises focused on lectures and other teaching activities they will be exposed to. Students will need to complete weekly, uploading them to the open group's digital intranet for the course (aula global). The exercises for such reviews may include short written reviews and/or posing relevant questions for each of the 5 week's program content.

- Case-study Project week 2:

Coordinator of the Module will present the expected format and requirements for project feedback template reviews, that students will conduct during the second week of the course, based on one of the four cases presented. Students will be briefed on the template report, working in close relationship with tutor and external collaborators included in the program content (part 2). Feedback presentations during the last day, will include the real case study representatives who have participated, when possible.



Absence Policy:

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

Absences	Penalization
Up to one (1) absences	No penalization.
Two (2) absences	1 point subtracted from final grade (on a 10 point scale)
Three (3) absences	The student receives an INCOMPLETE for the course

The attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case-by-case basis by the Academic Director of the program.

Classroom Norms:

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Required Readings:

Professors will assemble a course reading pack and indicate mandatory readings as appropriate.

Recommended bibliography and references:

PART1

Grant Bollmer, 2018. *Theorizing Digital Cultures*. London: SAGE.

DIGRA Transactions of the Digital Games Research Association:

<http://todigra.org/index.php/todigra/index>

Johanna Drucker, 2021. *The Digital Humanities Coursebook: An Introduction to Digital Methods for Research and Scholarship*. London and New York: Routledge.

Id. 2020. *Visualization and Interpretation: Humanistic Approaches to Display*. Cambridge Ma. – London: MIT Press.

Susan Schreibman, Ray Siemens, and John Unsworth (eds.), 2016. *A New Companion to Digital Humanities*, ed. by, Chichester: John Wiley & Sons, Ltd.: <http://www.arise.mae.usp.br/wp-content/uploads/2018/03/A-New-Companion-to-Digital-Humanities.pdf>

PART2

Harari, Yuval. *Homo Deus*, 2018.

<https://thecollider.tech>

<https://mobileworldcapital.com/en/innovation/>

www.iternatura.cat

www.aupart.com



www.rollbox.com
<https://linkingrealities.com>

About the instructors

Simone Ventura (January 24th, 1974)

I am Lecturer in Romance Linguistics at the Université Libre de Bruxelles and Visiting Professor in Digital Humanities and Medieval Romance Literatures at the UPF. In my research work, I combine insights from linguistics, translation studies, philosophy, and DH. I have published substantial contributions. Two of my medieval literature were awarded a four-star mark in the UK REF2021 framework for their world-leading quality in terms of originality, significance and rigour. The Society for Romance Linguistics has accepted to publish my book on medieval French prose literature in one its major publication series. I am the Principal Investigator of the FNRS (Belgium) – FNS (Switzerland) research project [Canoniser les Sept Sages \(C7S\)](#). In the field of DH, I have played a major role in the design and implementation of three major scholarly edition projects. In my capacity as a Visiting Professor in DH at UPF, I joined the taskforce to create the UPF Centre for DH and coordinate the UPF Minor in DH.

Blanca Fullana (January 21st, 1972)

I hold a BA in English Philology (University of Barcelona, 1990-1996) and La Trobe University of Melbourne, Australia (1995), a Diploma in Public Relations ESRP-UB (1990-1993), Post-graduate studies in Cultural Management (IDEC-UPF, 2004), an official MA in Comparative Studies in Art, Literature and Thought (UPF, 2010-2012) and a PhD in Communication Sciences (UPF, 2012-2016). I combine a long professional career in Corporate Communications and Brand Equity consulting -supporting business objectives in a diversity of fields, including the Arts and Innovation-, with teaching at the University level. My field of expertise deals with communications strategies based on the definition and orchestrated multi-activity performance of corporate culture's social and commercial values. In such, I have collaborated with companies, institutions, universities, social and cultural agent stakeholders. In my career I have worked for PR agencies Weber-Shandwick and Edelman (GM Spain 2006-2010), managing and supervising key accounts such as Danone, British Airways, National Geographic, HP, Gilead Sciences, Footlocker and Microsoft, among others. At a consultancy and communications executive level, I have worked for The Mobile World Capital Foundation, the Department of Climate Change and Sustainability of the Government of Catalunya, and EINA School of Art and Design, where I was Head of Communications for over 3 years (2013-2016). Since 2008 I have been lecturing at the University Pompeu Fabra in the Communications at BA & MA degrees, and at UPF International Programs (HESP, BaPIS, BISS) and most recently joining the coordination of the UPF DH Practice Modules.

PRIVACY POLICY
in accordance with article 13 of EU Regulation 2016/679

Ca' Foscari University of Venice, as part of its institutional aims and in fulfillment of the obligations set forth in article 13 of the EU Regulation 2016/679 ("Regulation"), gives you information regarding the processing of your personal data for the purpose of carrying out the selection process you wish to participate in.

1) THE DATA CONTROLLER

The data controller is Ca' Foscari University of Venice, with headquarters in Dorsoduro n. 3246, 30123 Venice (VE), in the person of the Rector.

2) DATA PROTECTION OFFICER

The University has appointed a "Data Protection Officer", who can be contacted by writing to the e-mail address dpo@unive.it or to the following address: Ca' Foscari University, Venice, Data Protection Officer, Dorsoduro n. 3246, 30123 Venice (VE).

3) PERSONAL DATA CATEGORIES, PURPOSES AND LEGAL BASIS OF DATA PROCESSING

The data processing involves the collection of personal data (such as name and surname), contact details and data relating to previous study and professional experience.

The processing of personal data is aimed solely at the completion of the selection process and will take place in a way and within the limits necessary to pursue the aforementioned purpose.

The legal basis for this processing activity is represented by art. 6.1.e) of the Regulation ("execution of a task of public interest or connected to the exercise of public powers").

The processing of personal data is based on the principles of fairness, lawfulness and transparency and the protection of the privacy and rights of the data subject, as well as the additional principles established by art. 5 of the Regulation.

4) MEANS OF DATA PROCESSING

The processing of personal data will be carried out by authorized parties (in compliance with the provisions of Article 29 of the Regulation), with the use of computerized procedures, adopting appropriate technical and organizational measures to protect them from unauthorized or illegal access, destruction, loss of integrity and confidentiality, even if accidental in nature.

5) DATA RETENTION

The data will be stored in accordance with the laws and regulations on the storage of administrative documentation.

6) RECIPIENTS AND CATEGORIES OF RECIPIENTS OF PERSONAL DATA

For the purposes set out above, in addition to specifically authorized employees and collaborators of the University, personal data may also be processed by individuals who execute outsourced activities on behalf of the Data Controller, in their capacity as External Data Processors.

The same data might be communicated to the University where you wish to spend your mobility period.

There are no further communications to third parties except to persons to whom the data must be transmitted in fulfillment of legal obligations or, on request, to judicial and supervisory authorities.

The results of any intermediate tests and final rankings will be published according to current legislation.

7) DATA COLLECTION

The collection of such data is necessary to evaluate the requirements for participation. The failure to indicate these data might preclude this assessment, with a consequent exclusion from the process.

8) DATA SUBJECTS RIGHTS AND HOW TO EXERCISE THEM

As a data subject, you have the right to obtain from the University, in the cases provided for by the Regulation, access to personal data, rectification, integration, their cancellation or processing limitation or to object to the data processing itself (articles 15 and following of the Regulation). The request can be submitted, without any particular formal procedures, by contacting the Data Protection Officer directly at dpo@unive.it or by sending a communication to the following address: Ca' Foscari University Venice - Data Protection Officer, Dorsoduro 3246, 30123 Venice. Alternatively, you can contact the Data Controller, by writing a PEC (certified email) to protocollo@pec.unive.it.

Data subjects, who believe that the processing of their personal data is in violation of the provisions of the Regulation, also have the right to file a complaint to the Data Protection Authority, as provided for by art. 77 of the Regulation itself, or to take appropriate legal action (Article 79 of the Regulation).