



EDUCATIONAL WORKSHOP

ICTs and regeneration strategies in the Alps

a.y. 2025-2026

Sigla del Laboratorio	PMTS04
Responsabile didattico	Dott. Nicola Cortesi
Referente di ruolo	Prof.ssa Federica Burini
Periodo di svolgimento	First semester 2025-2026
Corso di studi proponente	PMTS
Numero massimo di studenti ammissibili	10
Eventuali prerequisiti disciplinari richiesti	none
Contenuti e obiettivi formativi	<p>Students will collaborate with alpine territories (municipalities, DMOs, associations, ...) especially with those that were selected by the Italian government as the center of innovative projects of repopulation and regeneration of mountain territories.</p> <p>They'll assess the projects of these towns, helping them improving their long-term strategy to promote their projects using ICTs and social media.</p>
Articolazione del laboratorio	<ul style="list-style-type: none">• Contact public administrations of alpine territories in Lombardy, along with their partners and the local stakeholders.• Review their ongoing projects, in order to understand their overall goals and long-term strategies.• Validate the part of the projects concerning the application of ICTs to promote the towns and their surrounding territory.• Advise the administrations on the best digital strategies to follow in order to achieve their marketing goals.• Support the most active administrations in implementing these strategies
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