

FULL PROGRAMME



**LOCAL IDENTITY, SOCIAL INCLUSION &
INTERCULTURAL DIALOGUE through gamification
and innovative methodologies**

GENERAL INFORMATION

LEARNING MOBILITY FOR ADULTS IN BILBAO (SPAIN)

DURATION: 4-day itinerary

LOCATION: Bilbao, Basque Country (Spain)

FORMAT: Physical, Group Learning Mobility

TARGET GROUP:

Adult educators, community leaders, social workers, adult learners, and project managers working in the fields of intercultural education, social inclusion, or adult learning contexts.

KEY TOPICS:

- Local identity and heritage.
- Intercultural dialogue.
- Critical thinking and diversity education.
- Social inclusion in practice.

"Cultural differences should not separate us from each other, but rather cultural diversity brings a collective strength that can benefit all of humanity."

– Robert Alan

LEARNING OBJECTIVES

- To **increase knowledge** of local identity, human dignity, the principles of unity and diversity, intercultural dialogue, and European social, cultural and historical heritage **based on the history and identity of the Basque Country**.
- **Developing** social and intercultural **competences**.
- To **develop critical thinking** and **raise awareness** about the negative effects of stereotypes, prejudices, with examples of innovative and participatory actions to reduce them and challenge negative narratives about **diversity**.
- **Strengthening** the key **competences** needed for **personal development and self-fulfilment**, for professional adaptation, active citizenship and social integration.
- Developing **language competence**.



METHODOLOGY

This course is based on **experiential learning and active participation**. Participants engage in the cultural and social realities of the Basque region, allowing them to better understand the relationship between **identity, heritage, and intercultural coexistence**.

Each day's session has been designed to promote skills such as critical thinking and communication. The activities and experiences are complemented by group debates and learning exercises where they collaborate, interact and listen to each other's ideas.

Emphasis is placed on **gamification and intercultural dialogue** as transformative tools in adult learning. Participants are not only external viewers but key actors who share their experiences actively. This participatory aspect ensures that learning is contextualised. Informal learning activities (such as shared meals or informal conversations) are also part of the training, which strengthens group cohesion and communication skills.

The programme concludes with a structured evaluation process, both individual and collective reflection, receiving feedback, and developing personal action plans for applying and disseminating the results in their local communities and professional environments once the programme is over.

DAY 1 - Identity and Urban Diversity

Introduction and presentation of the mobility programme and getting to know each other.

Gathering of the group and presentation of the programme for the day, **timetable presentation and practical arrangements**, doubts and questions, and **documentation**.

Old Town Gymkhana Experience. **Gamification** as an example of an adult **learning activity**.

Through **multilingual and cultural games** and guided exploration, participants developed **intercultural awareness and local heritage appreciation** using **Bilbao's historic centre** as an interactive **classroom**.

An educational guided tour through the neighbourhoods of San Francisco, Bilbao La Vieja and Zabala to show the cultural diversity of the city of Bilbao. The route is led by **local neighbourhood residents** who have **previously been trained as intercultural guides**. The project aims to **promote new narratives and attitudes** towards migration and cultural diversity.

Cultural visit to Bilborock. A **cultural centre located** in a **former church** that showcases the preservation of **Bilbao's heritage** while promoting the **contemporary culture** of Bilbao and the Basque Country.

**Training sessions run approximately from 9:00 – 14:00, with optional cultural activities in the afternoons.*

DAY 2 – Migration and Integration

Introduction and presentation of the mobility programme for Day 2. Providing participants with both **theoretical and experiential learning opportunities** that deepen their understanding of **migration, integration, and cultural heritage**.

Migratory Experiences. **Darling Tuchany** from the Kosmopolis Association will discuss the **integration process of migrants** into the local community, especially in Getxo. This talk will help participants **understand the social and cultural challenges involved**, fostering empathy and raising awareness about inclusive practices.

Heritage Site Visit. Cultural **walk** around the **coast and historic fishing port of Algorta, Old Harbour and Paseo Zugazarte**. Offering the opportunity to understand the historical significance of these locations and their **role in shaping the cultural and economic** development of the area.

DAY 3 – AI and Mental Health: Emotions, Empathy and Balance

Introduction and presentation of the mobility programme for Day 3. Focusing on the interplay between **tradition and modernity** in Bilbao.

Urban Transformation Walk. A **guided cultural walk** along the riverfront will highlight Bilbao's **remarkable urban renewal**. Participants will **reflect on the city's transformation** from an industrial hub to **a model of sustainable development and cultural innovation**.

Itsasmuseum. This visit offers a **detailed look at Bilbao's maritime history** and its importance to **Basque identity**. The museum serves as an image to explore how maritime heritage fosters unity in **diversity and a sense of shared cultural memory**.

Guggenheim Museum. Visiting the **global icon of modern art and architecture**, symbolising the transformation and cultural renaissance of Bilbao. The story of how the Guggenheim Museum contributed to the phenomenon, dubbed **the "Bilbao effect"**.



Closing ceremony and certificates. Delivery of certificates, group photo, and farewell pintxo break. A final reflection on how to continue learning and leading confidently in the digital era.

Identity and Urban Diversity	Migration and Integration	Learning with AI: Your Digital Tutor	Leading with AI: Ethics and Community Projects
Introducction	Migration, integration and cultural heritage	Tradition and modernity in Bilbao	Sports shaping local identity, unity and pride
Old Town Gymkhana experience	Migratory experiences	Urban Transformation Walk	Athletic Club Museum
Educational tour San Francisco, Bilbao La Vieja and Zabala	Heritage Site Visit	Itsasmuseum	
Visit to Bilborock		Guggenheim Museum	Closing ceremony

** Some changes in the programme are possible. The content of the course is always adapted to the participants' previous knowledge, expectations and requirements. The participants receive the informational kit a few weeks before the start of the course.*

COMPETENCES

to be acquired by the participant



The adult listener understands the meaning of terms such as stereotyping, prejudice and other forms of misinformation.

The adult learner is familiar with examples of successful integration strategies that promote changes in the thinking, attitudes and behaviour of both migrants and host communities.

The adult learner is able to use examples and experiences from the mobility programme as inspiration to create a similar initiative (or elements of it) in their local environment in cooperation with other participants.

METHODS OF MONITORING AND MENTORING the participant before, during and after the mobility



Ongoing contact with the mobility participant.



Questionnaire before and after mobility.



Mentoring by the host and the sending organisation.



Verification of the participant's concerns and expectations.



Individual interviews.



Reflections and debates where the quality of the learning outcomes will be assessed.



Meetings with other participants in the mobility.



Participant report.

Expected use of the RESULTS & EVALUATION

Use the knowledge, good practices and skills acquired during the mobility in the development of key competences.

Sharing the experience of mobility with other members/adults in their community.

Participation in dissemination activities concerning the implementation of project results in the local community.

CERTIFICATION & MATERIALS

Certificate of participation (Erasmus+ format)

Access to all training materials and resources.

Participant report template.

Support for dissemination activities in local communities.



Ready to explore diversity in one of Europe's most culturally rich regions?

Check dates and register your participation vía email.

Contact: info@mediacreativa.eu

