

# LOCAL IDENTITY, SOCIAL INCLUSION & INTERCULTURAL DIALOGUE THROUGH GAMIFICATION AND INNOVATIVE METHODOLOGIES

## Programme

"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



Mediac**creativa**

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# Course summary

This Erasmus+ adult learning mobility programme offers an opportunity to explore issues of **cultural identity**, **intercultural dialogue**, **active citizenship**, and **social inclusion** through the lens of Bilbao's urban and cultural transformation. Participants will engage in practical and dynamic activities that reflect on diversity and social integrity within the local context of the Basque Country.

The programme is designed and hosted by **Media Creativa**, an experienced organisation in innovative learning experiences in the field of adult education. Through practical and field-based activities in local environments, with visits to community organisations, cultural institutions, and historical sites, this course provides participants with opportunities for reflection and new educational strategies that can later be extrapolated to their home communities and professional fields.

### TARGET GROUP(S)

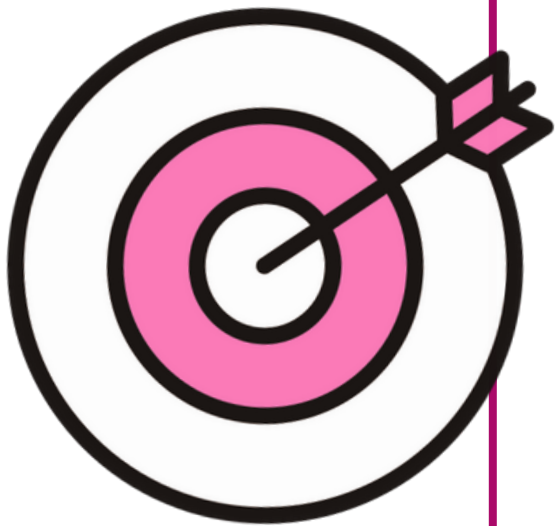
Adult learners, adult educators, community leaders, social workers and project managers working in the fields of intercultural education, social inclusion, or adult learning contexts.

### KEY TOPICS

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



# 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.
- To develop 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.
- To strengthen the key competences needed for personal development and self-fulfilment, for professional adaptation, active citizenship and social integration.

## 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 is 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.

Techniques include:

- **Learning by doing:** direct participation in experiential and gamified activities.
- **Peer learning:** exchange of reflections and teaching practices.
- **Critical dialogue:** analysis of inclusion and identity through real examples.
- **Story-based learning:** use of narratives and local heritage as teaching tools.
- **Reflective debriefs:** linking experience with own local and community contexts.

## PROGRAMME DAY-BY-DAY

Training sessions run approximately from 9:00 – 14:00, with optional cultural activities in the afternoons. Duration and agendas are open for changes and adaptations to learners needs and interests.

### DAY 1 - IDENTITY AND URBAN DIVERSITY

Welcome

#### **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.

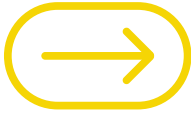


**Cultural visit to Bilborock.** A cultural centre located in a former church that showcases the preservation of Bilbao's heritage while promoting the contemporary culture of Bilbao and the Basque Country.



## PROGRAMME DAY-BY-DAY

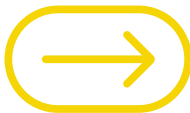
### DAY 2 - MIGRATION AND INTEGRATION



**Introduction and overview of the day.** Providing participants with both theoretical and experiential learning opportunities that deepen their understanding of migration, integration, and cultural heritage.



**Migratory Experiences.** A guest from a local association shares his/her personal and professional experience of migration and integration within the Basque context. 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.



**Closing activity: "Stories that travel".** To close the day, participants gather in small groups to share brief reflections inspired by the day activities. Each group creates a short "story fragment": a few sentences or keywords representing what they've learned about migration, belonging, or identity. All fragments are placed on a collective "map of journeys," symbolising how individual experiences connect to broader stories of movement and inclusion.

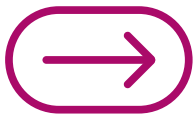


## PROGRAMME DAY-BY-DAY

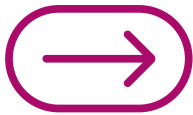
### DAY 3 - PRESERVING HERITAGE AND EMBRACING INNOVATION



**Introduction and overview of the day.** The day begins with a short group reflection connecting the themes of the previous day (migration, identity, and belonging) with the concept of shared heritage. A creative warm-up activity ("Symbols of identity") invites them to represent local traditions, rituals, or spaces from their own communities, fostering exchange and intercultural dialogue within the group.



**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.



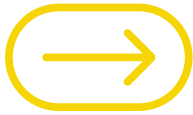
**Itsasmuseum.** This visit offers a detailed look at Bilbao's maritime history and its importance to Basque identity. The museum serves as an image to explore how maritime heritage fosters unity in diversity and a sense of shared cultural memory.



**Guggenheim Museum.** The day closes with the visit to 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".

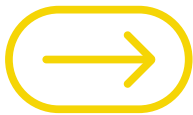
## PROGRAMME DAY-BY-DAY

### DAY 4 - BUILDING LOCAL IDENTITY THROUGH SPORTS ACTIVITIES AND INITIATIVES



**Introduction and overview of the day.** The final day begins with a collective reflection on the learning journey –how the experiences of the week have deepened participants’ understanding of identity, inclusion, and dialogue.

A short energiser activity (“The bridge we built”) invites each group to symbolically connect the key themes explored: heritage, diversity, empathy, and participation.



**Athletic Club Museum.** Exploring how football promotes unity values in the Basque region. In the visit to the Athletic Museum, a historical overview of Biscayan society will be presented, and see how sport has helped preserve tradition, promote inclusion, and strengthen community ties.

Together, they reflect on how emotional connection, teamwork, and shared goals can be powerful drivers of learning and social cohesión.



**Workshop: “From reflection to action”.** In this final workshop, participants reflect on the experiences and ideas explored during the week and transform them into small personal or community actions. Working in groups, they identify ways to apply what they’ve learned about identity, dialogue, and inclusion in their everyday lives –whether through cultural activities, volunteering, or local initiatives.



**Closing ceremony and certificates.** The course concludes with a short ceremony where participants receive their certificates of completion. The group reflects on the collective journey, followed by a relaxed farewell coffee or pintxo break to celebrate learning, connection, and intercultural exchange.

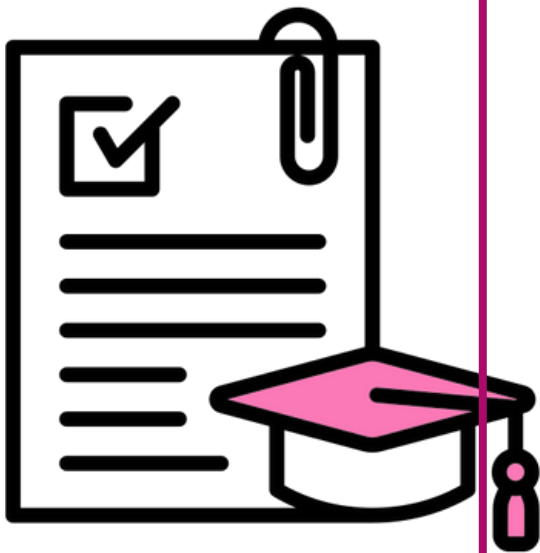
\* Some changes in the programme are possible. The content of the course is always adapted to the participants' previous knowledge, expectations and requirements.

The participants receive the informational kit a few weeks before the start of the course.

## COMPETENCES TO BE ACQUIRED BY THE PARTICIPANT

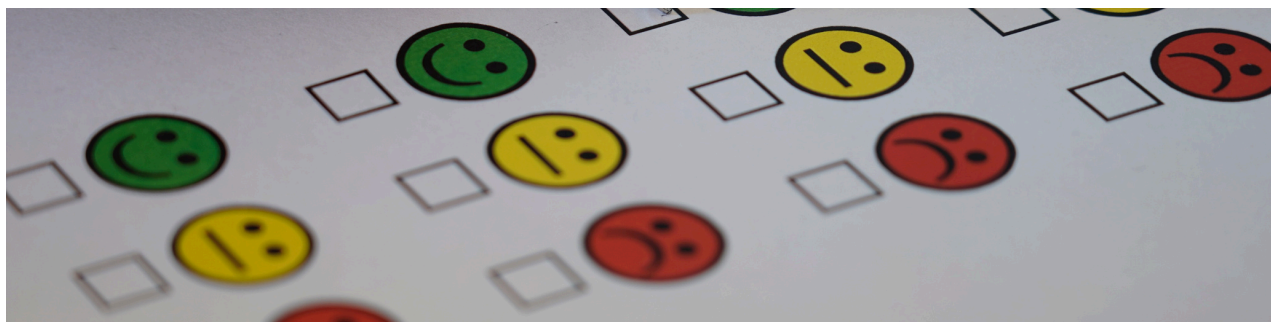


# COMPETENCES



- Capacity to understand key concepts such as stereotyping, prejudice, and other forms of misinformation.
- Skills to recognise and analyse successful integration strategies that foster positive changes in attitudes and behaviours among both migrants and host communities.
- Ability to apply insights and experiences from the mobility programme as inspiration to design similar initiatives –or adapt specific elements– within their own local context in collaboration with others.

## MONITORING, MENTORING AND EVALUATING



### 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.
- Participant report.
- Meetings with other participants in the mobility - reflections and debates where the quality of the learning outcomes will be assessed.

### EXPECTED USE OF THE RESULTS AND 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 AND MATERIALS

- Certificate of participation (Erasmus+ format)
- Digital access to learning materials and supporting resources.
- Participant reflection journal.
- Post-course learning recommendations.

# 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](mailto:info@mediacreativa.eu)  
[www.mediacreativa.eu](http://www.mediacreativa.eu)



Pre-register now - no deposit  
required!