



ORIGINAL'S

"human tracker"

## Workshops

### Cultural Sustainability & Cultural Strategies

for post-globalized local governments and companies

Learn and discuss the main objectives, tools and opportunities  
of the cultural strategies of tomorrow.

From 2020, *Original's* will realize the first ever worldwide serie of awareness trainings on cultural sustainability and post-globalized strategies.

Discuss about the future cultural challenges for local governments and companies through interactive workshops and innovative « walkshops »

English sessions.

**Module 1/ Cultural Sustainability (3 hours onsite + 3 hours of optional awareness walkshop / 2 hours online)**

- What is « Culture » ?
- Cultures in our Globalized World
- Cultures, Sustainable Development and SDGs

**Module 2/ Cultural Strategies for Corporate (2 hours onsite / 1 hour online)**

- Cultural Risks and ROIs for Corporate
- Cultural Skills and Awareness
- « Post-Globalized » Strategies

**Module 3/ Corporate Cultural Tools (5 hours onsite / 3 hours online)**

- Cultural Mapping: guidelines and processes
- Corporate Cultural Impact
- « Cultural Impact Assessment »
- Mitigation and Enhancement Strategies

**Module 4 for Local Governments (5 hours onsite + 3 hours of optional walkshop)**

- Module 1
- Cultural Sustainability: inclusiveness and exclusiveness of local communities
- Valorization of Local Identities: challenges, limits and strategies
- Cultural Sustainability and Tourism

1000 EUR/ Pers for 10hrs onsite session (+ 250 Eur/ Pers for 3hrs optional walkshop)

500 EUR/ Pers for 6hrs online session

400 EUR/ local gov for 5hrs onsite's Module 4 (+ 250 Eur/ Pers for 3hrs optional walkshop)

(for more details on program: please contact [miguel.arato@letsbeoriginals.com](mailto:miguel.arato@letsbeoriginals.com) )

[letsbeoriginals.com](http://letsbeoriginals.com)