PARTNER INFORMATION FORM

01. PARTNER ORGANISATION

ID	E10131927
PIC	951733640
Full legal name	Aretés cooperative society
Acronym	Aretés
Address	Via Emilia Ovest, 101
Post Code	41124
City	Modena
Region	Emilia-Romagna
Country	Italy
Website	www.aretes.it/home-en
e-mail	aretes@aretes.it | (REM) aretes@pec.mailcoop.it
Type of organisation	SME - Small and medium sized enterprise | Private body | For profit
Social Network	

02. ASSOCIATED PERSON

Legal Representative	Primary Contact Person
Ms Simona MELLI	**Ms Valeria FERRARINI**
Legal Representative	European Project Manager
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03. BACKGROUND AND EXPERIENCE

Aretés is a private research center established in Modena (IT) in 1999 by a group of sociologists and economists. The center focuses on social innovation, quality of life, local development, and European projects. Over the years, Aretés has grown into a significant entity in applied research, European planning, and digital training.

From the beginning, Aretés has been involved in developing European organizational models and infrastructure for local authorities, either directly or through its partners. Initially, the center worked on European design related to education, social issues, employment, and local development.

Aretés has carried out numerous researches at a local, national and European level, collaborating with Municipalities, Unions of Municipalities, Provinces, Regions, Health Authorities and Voluntary Service Centres. The company also carries out research, consultancy and market surveys for private and non- profit organizations.
In his twenty years of experience,

Aretés has collaborated in the development of countless European projects within three distinct past European programs, as well as the current one (2021-2027) based on direct programs (e.g. Erasmus +, Fundamental rights and citizenship, Europe for citizens), on structural funds (ESF) and on Interreg or European territorial cooperation programs (Central Europe, IPA CBC Italy-Albania-Montenegro). Lately, he has also focused his attention on the PNRR (National Recovery and Resilience Plan).

Aretés has spearheaded numerous projects focusing on education and social integration, showcasing its leadership in developing innovative methodologies and tools. For instance, one project aimed to facilitate job placement by designing teaching methodologies and assessment tools for adult transversal skills. Another initiative focused on promoting the integration of second-generation young foreigners through a social network and gamification tools. Currently, Aretés is coordinating the design of methodologies to promote equal opportunities and smartphone usage in educational settings across European countries. These endeavours have been recognized for their significant impact on skill development, behavioural changes, and the cultivation of business-related competencies, positioning Aretés as a key player in driving positive social change through education.

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04. KEY RELEVANT ACTIVITIES

1. Digital Education and Innovative Learning Methodologies
Aretés has a consolidated expertise in digital education and in the application of innovative teaching methods across formal and non-formal settings. Key relevant activities include:

- SAE – Smart Adult Education, an Erasmus+ project recognized as a European good practice, which introduced digital learning methodologies and gamified assessment tools.
- SMART LESSON, focused on smartphone-based teaching for schools, aimed at improving digital competence among teachers and students.
- Development of gamified and competency-based assessment tools for learners and educators.
- Use of participatory methods such as Learning by Doing, Media Education, and Market Research in educational settings.
- Design and delivery of structured digital curricula tailored to specific audiences (e.g., VET learners, teachers, disadvantaged groups).

2. Youth Empowerment, Citizenship and Inclusion
Aretés is strongly engaged in projects that promote active youth participation, intercultural dialogue, and inclusion. Relevant initiatives include:

- IT'S YOU, supporting intercultural education for youth workers and young people with migrant backgrounds.
- HEY PEOPLE!, tackling gender stereotypes in career choices through awareness-raising and educational activities.
- Development of tailored training programs on communication, soft skills, and active citizenship for young people.
- Involvement of youth and local communities in participatory processes to co-design social impact projects.

3. Social Innovation and Digital Inclusion for Disadvantaged Groups
Aretés focuses on reducing inequalities through digital education and social innovation. Core activities include:

- Training programs for seniors and volunteers, promoting digital literacy to counteract social isolation.
- Community engagement strategies that mobilize tech-savvy individuals to support local initiatives.
- Collaboration with psychologists, educators, and aging professionals to ensure inclusive and accessible training approaches.
- Projects targeting digital inclusion for migrants and vulnerable adults, integrating social and digital empowerment.
- Design of learning tools adapted to the needs of underrepresented groups in educational systems.

4. European Project Design and Capacity Building
Aretés has extensive experience in coordinating and participating in EU-funded projects with a strategic focus on long-term impact. Key capacities include:

- Successful coordination of Erasmus+ KA2 projects in school education, youth, and adult learning.
- Expertise in curriculum development combining technical skills, digital literacy, and transversal competencies.
- Effective stakeholder engagement, including schools, municipalities, universities, and civil society organizations.
- Strong dissemination strategies, including production of digital materials, multiplier events, and cross-national exchanges.
- Development of sustainability plans and transferability models, ensuring the longevity and scaling-up of project results.

5. EU Governance, Europe Offices and Strategic Advisory
Since 2000, Aretés has played a pivotal role in designing and consolidating strategic governance models for European planning in Italy. Key achievements include:

- Advisor to the Europe Office of the Province of Modena (2000–2012), one of Italy's first structured experiences.
- Support to Cittaslow International in launching its Europe and Fundraising Office (2015–2018).
- Design and operational support to the Europe Office of the Municipality of Castelnovo ne' Monti (2015–2016).
- Development of SEAV and SAPE models, innovative frameworks for intermunicipal and interprovincial cooperation on EU funds.
- Strategic advisory for IFOA and ANCI, supporting capacity-building for small municipalities and national training agencies.

05. STAFF

The teamwork is made up of:

Giovanni Bursi, sociologist and sociotherapist. He is a consultant on issues related to European project development and management and the definition of organizational model oriented to European programming. It carries out research and consultancy activities for training institutions, non-profit organizations and public authorities.

Valeria Ferrarini, engaged in research, training and planning at all levels (local, national and European) for local authorities and non-profit organizations. She has designed and coordinated various European projects (under many European program: Erasmus+, REC, Europe for Citizens, CERV, ecc).

Simona Melli has achieved the specialization in "Management of non-profit companies" at the Faculty of Economics of the University of Trento and the specialization in "Management of groups" at the Faculty of Psychology of the University of Bologna. She has years of experience in research, data processing and training.

Gianpietro Cavazza is a professional specialized in the management of complex organizations across the public and private sectors, including profit and non profit contexts. He has solid experience in quantitative and qualitative data analysis to support public policy design, business planning and the redesign of organizational processes in social enterprises.

Giovanna Maciariello is a sociologist and sociotherapist, expert trainer for young and adults (advanced training in family education), family mediator, with sixteen years of professional experience, PhD in Philosophy of Law, Art and Technology -
Philosophy of Human Rights, expert trainer both young people and adults (higher education in family education), expert in the field of guidance, skills master (FQTS course).

Paola Maciarello graduated in law (University of Naples - Federico II); "Non Formal Education" educator and coach; counsellor at social cooperatives that manage SPRAR services, employment agencies; trainer at national and European level; designer in European calls for tenders with direct and indirect funds with ten years of previous experience in the Youth in action, LLL, ERASMUS + / mobility programs, European voluntary service and national civil service; graduated in counselling and family mediation, expert in the field of guidance and assessment of skills.

Raffaella Fomini, Project manager, Project evaluator, Trainer, Coach. She has been involved in design and evaluation for over 10 years. She specializes in the field of personal development. She advises private organizations and enterprises in the area of evaluation and development of entrepreneurial and soft skills.

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05. EU PROJECT FUNDED

CIBERACADEMY_EU
ERASMUS+ 2025-1-ES02-KA220-YOU-000359468 (Partner)

GECKO- Generate and Empower Community to develop digital Key competences of Older people
ERASMUS+ 2025-1-IT02-KA220-ADU-000355648 (Lead Partner)

SMARTY - A digital tool to asses adult's migrant skills toward social integration
ERASMUS+ 2023-1-IT02-KA220-ADU-000157816 (Lead Partner)

SMART LESSON - A new approach and innovative tools for teachers to teach learning with smartphones
ERASMUS+ 2022-1-IT02-KA220-SCH-000087091 (Lead partner)

HEY PEOPLE! Engaging Young PEOPLE in communicating alternative gender roles in the labour market
CERV-2022-GE 101087379 (Lead Partner)

MADIS - Models for advancing digital inclusion of seniors
ERASMUS+ 2022-1-DE02-KA210-ADU-000081744 (Partner)

Youthreach - Inclusive and Transformative Frameworks for All
ERASMUS+ KA220-ADU-17BE4146 (Partner)

FAST TRACK - Helping Adults Identify and Get on the Right Career Path
ERASMUS+ 2021-1-HR01-KA220-ADU-3B2BE4DF (Partner)

IT'S YOU - Intercultural Tools and Social media for YOUth in action
ERASMUS+ 2020-2-IT03-KA205-018941 (Lead Partner)

ON-OFF. Switch on your mind, switch off Gender Based Violence
ERASMUS+ 2018-1-IT02-KA204-048099 (Lead Partner)

SAE – Smart Adult Education
ERASMUS+ KA220-ADU-17BE4146 (Partner)

QQVET - Quality Qualification for VET
ERASMUS+ 2017-1-ES01-KA202-038284 (Partner)

Smart Participation. Smartphone as mean to build a real citizenship through digital skills
ERASMUS+ 2017-3-IT03-KA347-012283 (Partner)

Smart Generation. Smartphone Potential and Educational Resources for Young Generation
ERASMUS+ 2015-2-IT03-KA205-006146 (Partner)

ImplOED – Implementing outreach, empowerment and diversity
ERASMUS+ KA3 (Partner)