

RELEVANT PRACTICE IN WORK-BASED LEARNING (3)

COUNTRY

Italy

FOCUS

Company / Training centre

DESCRIPTION

The Institute Des Ambrois has recently renovated the Multimedia Communication Laboratory (M3Lab), thanks to a European funding (PON - ERDF 2014-2020 - 10.8.1.B2). In addition to being used during lessons, this space is part of a WBL training project. The aims of the project are two: enhance the effectiveness of the laboratory; structuring a learning environment in which students can use tools and resources to acquire professional skills.

The project is based on an agreement between the school and the CNA (National Confederation of Crafts and Small and Medium Enterprises) in Susa (Turin), a municipality located in the same valley where the school is. In 2014, the CNA of Turin (in particular, the local branch of Susa) gave birth to "Valsusa Laboratory", a territorial marketing project, developed with the aim of promoting the businesses and the territory of the Susa Valley, its artistic, natural and enogastronomic excellences. The project enhances the sense of belonging and community, networking the companies and the main social actors of the territory (Schools, Local Authorities, Associations, Citizens), promotes the will to do business and accompanies companies in the process of digitization.

The collaboration between Istituto Des Ambrois, CNA and Valsusa Laboratory is aimed at companies available to realize or renew their corporate communication/image in collaboration with the school. Students and teachers, based on business needs, will work on the coordinated image company (logo, business card, letterhead, etc.), on the website, brochures or other advertising material.

WHY CAN IT BE CONSIDERED A GOOD PRACTICE?

The project involves the redevelopment of two laboratories already existing in the Institute (through the purchase of new instruments and furnishings). Although the focus of the intervention refers mainly to the infrastructural dimension of the laboratory, the design focused on integrating this dimension into a broader educational vision. In particular, the infrastructures



have been contextualised in the design of an innovative learning environment, which can also function as an interface between the educational reality and the world of work, with particular attention to the territorial context in which the school is located. The aim is twofold: in the short to medium term, to consolidate the possibility of developing such experiences and, in the medium to long term, to structure a learning environment that can accompany students even at the end of their studies, offering a sharing space of resources (technical, cultural and relational) capable of supporting the development of professionalism by students, also with a view to developing self-entrepreneurship.

LINKS

[CNA \(National Confederation of Crafts and Small and Medium Enterprises\) in Susa \(Turin\)](#)

["Valsusa Laboratory" collaboration between Istituto Des Ambrois, CNA and Valsusa Laboratory](#)