

Strategic Design

Original

Strategic Design / Bozzola, M. - In: Glossary of Key Terms in Cultural Heritage Training and Education / Dellapiana E., Liang, X.. - ELETTRONICO. - Torino : Politecnico di Torino, 2025. - ISBN 9791281583160. - pp. 14-15

Availability:

This version is available at: 11583/3011747 since: 2026-06-05T18:55:54Z

Publisher:

Politecnico di Torino

Published

DOI:

Terms of use:

This article is made available under terms and conditions as specified in the corresponding bibliographic description in the repository

Publisher copyright

(Article begins on next page)

CULTURALITY
CULTURAL HERITAGE IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM AND SUSTAINABILITY

Glossary of Key Terms in Cultural Heritage Training and Education

Elena Dellapiana, Xiaoxu Liang (Editors)

Glossary of Key Terms in Cultural Heritage Training and Education

Elena Dellapiana, Xiaoxu Liang (Editors)

Foreword	1
Keywords	7
Tradition / Traditions (European)	9
Transnational	11
Intercultural Design	13
Strategic Design	14
Design for the Territory	16
Community Engagement	18
(Social) Impact and Theory of Change	20
The Glossary	23
1. Heritage	25
1.1. <i>Cultural Heritage and Crafts</i>	25
<i>Cultural Heritage</i>	25
<i>Cultural Landscape</i>	25

Key terms in cultural heritage training and education
CULTURALITY glossary (e-book version)

ISBN: 979-12-81583-16-0

Publishing house: Politecnico di Torino

Publishing rights: CC NonCommercial

<i>Cultural Significance</i>	26
<i>Cultural Transmission</i>	26
<i>Intangible Cultural Heritage</i>	26
<i>Intangible Heritage Domains</i>	27
<i>Craft or Artisanal Products</i>	27
1.2. Tradition	28
<i>Cultural Tradition</i>	28
<i>Traditional apprenticeship</i>	28
<i>Traditional craftsmanship</i>	29
2. Education	30
2.1. Heritage Education Program	30
<i>Education Programme (heritage)</i>	30
<i>World Heritage Education Programme</i>	30
2.2. Higher Education	31
<i>Higher Education (HE)</i>	31

<i>Outreach</i>	32
<i>Partnerships</i>	32
<i>Engaged Scholarship</i>	33
<i>Community-engaged Teaching</i>	34
<i>Disadvantaged Population</i>	34
<i>Levels of Education</i>	34
2.3. Vocational Education and Training (VET)	35
<i>Micro-credential</i>	35
<i>Vocational Education and Training (VET)</i>	36
<i>Apprenticeship (Apprentice)</i>	36
<i>European Quality Assurance Reference Framework for Vocational Education and Training</i>	37
<i>VET Skills Competitions</i>	37
<i>Vocational Education and Training (VET) Learner</i>	38
<i>Work-based Learning</i>	38

<i>Short Course</i>	38
<i>Accelerated Learning Programme (ALP)</i>	39
2.4. Youth Education	39
<i>Coach</i>	39
<i>Community Building</i>	40
<i>Dialogue Mechanisms</i>	40
<i>Digital Youth Work</i>	40
<i>Facilitator</i>	41
<i>Group Leader</i>	41
<i>Local Participant in Youth Activities</i>	41
<i>Smart Youth Work</i>	42
<i>Youth Activity</i>	42
<i>Youth Worker</i>	42
<i>Youth Networks</i>	43
<i>Whole School Approach</i>	43

<i>World Heritage in Young Hands Kit</i>	44
2.5. Adult and Silver-age Education	44
<i>Adult Education</i>	44
<i>Adult Learner</i>	44
<i>Continuing Education</i>	45
<i>Education in the Environment and Cultural Heritage</i>	45
<i>Family Learning</i>	45
<i>Lifelong Learning (LLL)</i>	46
<i>Lifewide Learning</i>	46
<i>Adult Education Structures</i>	47
2.6. Digital Tool Assisted Learning	48
<i>AI and Education (AI&ED)</i>	48
<i>AI in Education (AIED)</i>	48
<i>Blended Learning Program</i>	49
<i>Digital Credential</i>	49

<i>E-learning Platform</i>	49
<i>Micro-credentials in EU</i>	50
<i>Online Education</i>	50
<i>Online Credential</i>	50
3. Design	51
<i>Design</i>	51
<i>Co-design</i>	51
<i>Design Thinking</i>	52
<i>Design for All</i>	53
4. Community Engagement	54
<i>Adult and Community Education (ACE)</i>	54
<i>Capacity Building</i>	54
<i>Capacity development</i>	55
<i>Community Engagement</i>	55
<i>Community Learning Centre (CLC)</i>	56

<i>Community-based Adult Learning</i>	56
<i>Community-based Training</i>	56
<i>Community Education</i>	57
<i>Learning Community</i>	57
<i>Well Being</i>	57
5. Accessibility and Equality	58
<i>A Whole-institution Approach</i>	58
<i>Access and Equity</i>	59
<i>Accessible Open Educational Resources</i>	59
<i>Access to Education and Training</i>	60
<i>Active Learning</i>	60
<i>Adaptive Learning</i>	61
<i>Disability</i>	61
<i>Disability Rights to Education</i>	62
<i>Distance Education</i>	62

Glossary of Key Terms in Cultural Heritage Training and Education

<i>Education 2030 Framework for Action</i>	63
<i>Education for All</i>	64
<i>Inclusion</i>	65
<i>Learning Society</i>	65
<i>Minority</i>	66

Strategic Design

Marco Bozzola

Strategic Design approach extends the role of design beyond the mere creation of products, expanding its influence to the entire product-service ecosystem. This approach involves the integration of products, services, communication, and branding, the elements through which a company positions itself in the market and society, defining its identity, values, and strategy.

According to the definition provided by Treccani, “strategic design strengthens the managerial capacity already inherent in the concept of design. The broadening of the application of design to the intangible components of business activity (...) justifies this lexical operation. Strategic design has introduced a systemic design approach, moving beyond a partial perspective” (Treccani.it).

In this sense, design serves as a strategic lever for creating value beyond the product itself, responding to emerging needs and generating sustainable competitive advantages. Strategic design can therefore be described as a method for managing complexity, designing relationships and meanings as well as products and services (Zurlo.F, 2014).

Reference

- [1] Treccani.it
- [2] Zurlo F (2014) Le strategie del design. Monza: Libraccio Editore



Universidad de Oviedo



universidade
de aveiro



Politecnico
di Torino



JYVÄSKYLÄN
YLIOPISTO



ZRC SAZU



University of
St Andrews



Region
Värmland



MUSEUM NORD
21 VENUES – ENDLESS STORIES



UNIVERSIDAD DE SALAMANCA



Espacio Torralba



LA PONTE
DES
PROFESSEURS
FRANÇAIS



Applied Arts
SCOTLAND



uria x ait



Funded by
the European Union

This project has received funding by the European Union's
Horizon Europe research and innovation programme
under Grant Agreement No. 101132628 – CULTURALITY