

MTCM – Mobility for Town Centre Managers

EU programme

LLP Leonardo da Vinci Programme– Mobility for People in the Labour Market (PLM Mobility)

Partners

Mentore – centro di Assistenza Tecnica & Formazione Professionale di Confcommercio Toscana (leader partner)

ATCM Association of Town Centre Management (1° Host Partner)

Fundació Barcelona (2° Host Partner)

Eidema Academy (1° Intermediary Partner)

Gorea Ltd (2° Intermediary Partner)

AELV (3° Intermediary Partner)

Silent Partners

Regione Toscana - Direzione generale Competitività del sistema regionale e sviluppo delle competenze – (Tuscan Regional Authority)

Unioncamere Toscana (Tuscan Chamber of Commerce)

Project objectives:

The project objective is the realization of individual mobility aimed at people interested in making an experience in the town centre management.

Specifically, the participants will be:

- 10 experts who already operate in the Confcommercio system, supporting the development of TCM;

- 20 young graduates with particular interest on the specific issue

The internships will have a duration of 2 weeks for experts and 13 weeks for young graduates and is held at ATCM (25 people) and Fundació Barcelona (5 persons).

The aim of the mobilities is to improve competences, knowledge and skills that they already have and develop new ones in:

- project managing
- marketing
- legislation and urban planning
- fund raising
- foreign languages

The partnership will be called to support participants through a pedagogical, linguistic and cultural and throughout the training period (logistic support and mentoring)

Project start date

Probably in May 2012

Project duration

18 months