R9.4 Europass certificate

ORANGE: CREATIVITY, INNOVATION & TECHNOLOGY PROJECT
Erasmus+ Programme 2014-2020
KNOWLEDGE ALLIANCE 2018

WP nº and title	WPnº9 - Validation & Quality
Task nº and title	T9.3 Ensuring the validation and recognition of the project products
Result nº and title	R9.1. QUALITY PLAN
Full Title of the document	R9.4 Europass certificate
Title of the electronic file	R9.4_Europass_Global
Short Description	This result will come directly from R5.1 and the schema of competences. Indeed, this description will be a "translation" of R5.1 for a wider diffusion.

In order to foster the recognition of the training course by educational providers and public bodies in charge of decision making in the field of education, partners will pay particular attention to the use of a common EU validated language to present the course. In particular, they will use Europass format and ECVET glossary to describe the training course and expected learning achievements. toward the end of the project, they will review the training pathway designed and produce a Europass format description in order to disseminate it widely in Europe and beyond.
MEUS will receive particular support from LCU for the achievement of this result. |
Expected delivery date	M36
Actual delivery date	December 2021
Version nº	1
Date of last version issued	December 2021
Contributors	1. MEUS
2. LCU
3. All partners
4. MEUS
Next expected steps	Delivery of the certificate to students participating in the O-CITY learning platform

List of Contents

Certificate supplement

1. Title of the certificate

O-CITY course

2. Profile of skills and competences

This global certificate presents the entire skills and competences addressed over the different modules and course of the O-CITY training programme and presented in annex of this document.

The holder of the certificate is able to:

Core units

- Analyze, understand and manage basics of cultural and natural heritage,
- Analyze, understand and manage basics of intellectual property
- Develop creative work requiring technical knowledge, including photography, video, animation, comic, podcast and infographic, oriented to the promotion of cultural and natural heritage
- Implement a business strategy related to the creative work, thanks to the development of business models, digital marketing strategies, branding, entrepreneurial finance, testing and prototyping of business ideas and business pitch.
- Use interpersonal skills as a way to increase achievements and success of creative projects, develop creativity and personal thinking.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on this link)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	100%	535 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		535 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

MODULE I. CULTURAL & IP
Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL
Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS
Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS
Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

Certificate supplement

1. Title of the certificate

O-CITY Module 1: Cultural Heritage and Intellectual Property. Course 1: Cultural and Natural Heritage

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Analyze and understand the concepts of cultural and natural heritage and be able to express this understanding through examples.
- Differentiate some of the types of cultural heritage from the UNESCO guidelines.
- Characterize the types of cultural heritage from the UNESCO guidelines.
- Analyze the importance and value of cultural and natural heritage to strengthen the identities of different social groups

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Cultural and Natural Heritage course is designed so participants can understand in a simple way the concept of Heritage and some of its classifications, based on UNESCO guidelines.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP	MODULE II. TECHNICAL
Course I.1 Cultural Heritage Course I.2 Intellectual Property	Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic

MODULE III. BUSINESS	MODULE IV SOFT-SKILLS
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch	Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 1: Cultural Heritage and Intellectual Property. Course 2: Intellectual Property

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Define Intellectual Property and the categories that compose it.
- Recognize the current legal framework for the registration of intellectual property of the products that are designed for the O-City Platform.
- Analyze the opportunity to use Creative Commons, as an organization that provides free legal tools to share creativity and knowledge.
- Define criteria for the use of legal and technical tools that facilitate the exchange and discovery of creative works.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Intellectual Property course is designed so participants can understand in a simple way the concept of Intellectual Property and some of its legal and technical tools that frame the dissemination of creative works.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

O·CITY
Creativity + Innovation & Technology

MODULE I. CULTURAL & IP
Course I.1 Cultural Heritage Course I.2 Intellectual Property

MODULE II. TECHNICAL
Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic

MODULE III. BUSINESS
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch

MODULE IV SOFT-SKILLS
Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 2: Technical Library. Course 1: Photo-Video Concept

2. Profile of skills and competences

The holder of the certificate is able to:

Core units
- Apply basic notions of photography to cultural and natural heritage.
- Write a script that summarizes the most important values of a heritage reality.
- Select the music that best accompanies the script developed.
- Record the script for the chosen heritage reality.
- Assembly photos, music, and voiceover in a multimedia project.
- Edit the project, through the correct use of the photos, the audio of the script in voice-over and the music selected in various soundtracks.
- Generate the final multimedia to be uploaded to O-City World platform.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The photography and video course is designed so participants can master the development of own digital contents using those two techniques.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 11 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	11,21%	60 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		60 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 2: Technical Library. Course 2: Video

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Apply basic notions of video to promote cultural and natural heritage.
- Write a narrative script to disseminate the main values of the selected heritage, or to report its situation or to highlight the importance of its preservation.
- Develop a technical script which includes the following information for each sequence: camera settings, camera flow, lighting, ambient sound, voice-over (narrative script), music and timing.
- Configure your camera settings (FPS, ISO, aperture – exposure triangle) and use the natural light to get quality images.
- Select the correct camera flow technique for the multimedia to be perceived as you intend.
- Select the music that best accompanies the script developed.
- Record the script for the chosen heritage reality.
- Capture in-situ ambient sound.
- Shoot the different sequences of your multimedia according to your technical script
- Assembly videos, photos, logos, music, ambient-sound and voice-over in a multimedia project.
- Edit the project using all the audio-visual resources according to the information of your technical script
- Generate the final multimedia to be uploaded to O-City World platform.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Video course is designed so participants get familiar with the technical production of a video content in a creative context.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 11 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	11,21%	60 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		60 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 2: Technical Library. Course 3: Animation

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Apply basic notions of animation to promote cultural and natural heritage.
- Write a script that summarizes the most important values of a heritage reality.
- Use the basic principles of animation to create a character related to cultural / natural heritage
- Edit the project, through the correct use of the created clips
- Generate the final multimedia content that will be uploaded to the O-City World platform.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Animation course is designed so participants can develop basic animations in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp
European competences frameworks (full detail
available on chapter 11 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	11,21%	60 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		60 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 2: Technical Library. Course 4: Comic

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Apply basic notions of comic to cultural and natural heritage.
- Make a strip story that summarizes the most important values of a heritage reality.
- Create the storyboard
- Generate the final multimedia to be uploaded to O-City World platform.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Comic course is designed so participants can develop basic comics in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 11 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	11,21%	60 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		60 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

europass

O·CITY

1. Title of the certificate

O-CITY Module 2: Technical Library. Course 5: Podcast

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Understand Podcast medium, find the podcast center and make a draft of the podcast idea.
- Design a content plan, its duration, the episode plan and find tone voice of the podcast
- Edit a podcast using Audacity.
- Prepare segments and pre-registration of podcasts Recording
- Make a recording-plan
- Generate the final multimedia to be uploaded to O-City World platform.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Podcast course is designed so participants can develop basic podcasts in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 11 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	8,41%	45 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		45 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 2: Technical Library. Course 6: Infographic

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Apply basic notions of user experience and visual design, especially user-centered and information visualization design, to cultural and natural heritage.
- Identify the main requirements of an information visualization about a heritage reality.
- Collect and organize information and data to be represented in the infographic about the chosen heritage reality.
- Choose the visual representations that best suits the selected data and information.
- Create a basic prototype of the infographic about the chosen heritage reality.
- Evaluate the main aspects about the effectiveness and usability of the infographic.
- Realize the infographic about the chosen heritage reality through a graphics software and upload it on the O-City World platform.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Infographic course is designed so participants can develop basic infographics in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp
European competences frameworks (full detail
available on chapter 11 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	8,41%	45 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		45 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP	MODULE II. TECHNICAL
	Course II.1 Photo-Video Concept
	Course II.2 Video
	Course II.3 Animation
	Course II.4 Comic
Course I.1 Cultural Heritage	Course II.5 Podcast
Course I.2 Intellectual Property	Course II.6 Infographic

MODULE III. BUSINESS	MODULE IV SOFT-SKILLS
Course III.1 Business Model	
Course III.2 Digital Marketing	
Course III.3 Branding	Course IV.1 Interpersonal Skills
Course III.4 Entrepreneurial Finance	Course IV.2 Creativity
Course III.5 Testing business ideas	Course IV.3 Critical Thinking
Course III.6 Business Pitch	

europass

O·CITY

1. Title of the certificate

O-CITY Module 3: Business Library. Course 1: Business Model Creation

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Design a business model that includes all key aspects (value, resources, location in the value chain, etc.) using the Creative Project Canvas.
- Develop the activities necessary to create a business model (Research, production, marketing and sales)
- Identify the key resources needed to create a business model.
- Create the cost structure
- Identify what relationships with the client will be like
- Define communication channels
- Define Revenue Streams

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Business Model Creation course is designed so participants can understand the fundamentals of a business model in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 3: Business Library. Course 2: Digital Marketing

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Use each of the digital marketing channels.
- Know the basics and how digital marketing works.
- Use channels in a way that will bring the best possible results to a business.
- Create effective advertisements on the Internet
- Read the obtained results in analytics, as well as to know how to use the obtained data.
- Create a digital marketing strategy.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Digital Marketing course is designed so participants can understand the fundamentals of digital marketing and how to develop an effective digital marketing strategy in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP	MODULE II. TECHNICAL
Course I.1 Cultural Heritage Course I.2 Intellectual Property	Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic
MODULE III. BUSINESS	**MODULE IV SOFT-SKILLS**
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch	Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 3: Business Library. Course 3: Branding

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Create strong brand identity elements
- Create brand personality for cultural heritage
- Combining and harmonizing different elements of the brand
- Creating brand strategy
- Positioning a brand
- Choose the best combination of communication channels to promote and present the brand
- Measuring brand performance

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Branding course is designed so participants can understand the importance of a brand and create a brand strategy in the context of the promotion of a cultural / natural heritage.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 3: Business Library. Course 4: Entrepreneurial finances

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Understand different forms of Business Organization
- Understand key factors that an entrepreneur needs to consider while developing a business model.
- Understand the business life cycle and find out at what stages their business can be
- Make a difference between Debt Financing and Equity Financing
- Understand accounting methods and formulas
- Understand and make a difference between Balance Sheet, Income Statement, Statement of Cash Flow, Statement of Owners' Equity
- Apply the formulas and Identify Financial Ratios
- Understand importance of Cash and Working Capital

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Entrepreneurial finances course is designed so participants can apprehend different business forms under a financial perspective and understand different basic concepts linked to accountability.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP	MODULE II. TECHNICAL
Course I.1 Cultural Heritage Course I.2 Intellectual Property	Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic
MODULE III. BUSINESS	MODULE IV SOFT-SKILLS
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch	Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 3: Business Library. Course 5: Testing Business Ideas

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Recognize good idea.
- Design the perfect team and shape an idea.
- Identify and prioritize hypothesis.
- Make the difference between weak and strong evidence.
- Manage with all planned activities.
- Select, Discovery and Validate an Experiment.
- Recognize what to avoid during the experiment and master the skill of the leadership.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Testing Business Ideas course is designed so participants can recognize good business ideas, develop prototype and validate experiments in the view of the promotion of a project linked to the cultural / natural heritage promotion.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP	MODULE II. TECHNICAL
Course I.1 Cultural Heritage Course I.2 Intellectual Property	Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic

MODULE III. BUSINESS	MODULE IV SOFT-SKILLS
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch	Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 3: Business Library. Course 6: Business Pitch

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Apply the notions learned in other business courses in a business pitch presentation.
- Structure of a business pitch.
- Know of introduce different point of a business in a digital way: team, opportunity, value proposal, problem solution etc.
- Select information to introduce depending on the audience.
- Wake up interest with the presentation prepared.
- Catch attention with artifacts-audiovisual supporting materials
- Develop a business pitch presentation

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Business Pitch course is designed so participants can develop an effective short presentation, or pitch aimed at achieving support in the production or dissemination of a project linked to the cultural / natural heritage promotion.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	3,74%	20 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		20 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

MODULE II. TECHNICAL

Course II.1 Photo-Video Concept
Course II.2 Video
Course II.3 Animation
Course II.4 Comic
Course II.5 Podcast
Course II.6 Infographic

MODULE III. BUSINESS

Course III.1 Business Model
Course III.2 Digital Marketing
Course III.3 Branding
Course III.4 Entrepreneurial Finance
Course III.5 Testing business ideas
Course III.6 Business Pitch

MODULE IV SOFT-SKILLS

Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 4: Soft-Skills Library. Course 1: Interpersonal skills

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Apply basic notions of interpersonal skills.
- Communicate clearly, considering the interlocutor and their circumstances and knowing how to handle non-verbal language.
- Increase their conversational level thanks to active listening techniques.
- Improve their level of empathy, know how to become more assertive and express more respect in relationships.
- Adapt their communication to the virtual mode.
- Use different tools and tips that will help us to set up efficient meetings where people have a clear objective and good conditions to come to results.
- Work as a team efficiently.

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Interpersonal Skills course is designed so participants can develop a better self-awareness and emotional intelligence that will help them in the development of projects linked to the cultural / natural heritage promotion.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp
European competences frameworks (full detail
available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	2,8%	15 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		15 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP
Course I.1 Cultural Heritage Course I.2 Intellectual Property

MODULE II. TECHNICAL
Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic

MODULE III. BUSINESS
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch

MODULE IV SOFT-SKILLS
Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 4: Soft-Skills Library. Course 2: Developing Creativity

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Identify the obstacles that hinder the development of creativity
- Understand the creative process
- Apply creativity techniques to the implementation of multimedia

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Developing Creativity course is designed so participants can develop beside the technical aspects, their creativity so to develop creative multimedia projects linked to the cultural / natural heritage promotion.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp European competences frameworks (full detail available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

O-CITY is an independent course and to not provide access to further training at this time.

Legal basis

The Certificate supplement provides additional information about the certificate and does not have any legal status in itself. Its format is based on the Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

6. Officially recognised ways of acquiring the certificate

This certificate is awarded after the completion of the Cultural and Natural heritage of the O-CITY programme. This is an asynchronous online course where all the resources can be accessed 24 hours per day/7 days per week. Students work on their own pace. There is an interactive discussion forum that foster student to student interaction. This certificate is obtained after the completion of the following online course:

Description of vocational education and training	Percentage of total programme (%)	Duration (hours/weeks/months/years)
Online-based: Course content Enrolment	2,8%	15 hours
Total duration of the training programme		535 hours
Total duration of the education / training leading to the certificate		15 hours

7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP	MODULE II. TECHNICAL
Course I.1 Cultural Heritage Course I.2 Intellectual Property	Course II.1 Photo-Video Concept Course II.2 Video Course II.3 Animation Course II.4 Comic Course II.5 Podcast Course II.6 Infographic
MODULE III. BUSINESS	MODULE IV SOFT-SKILLS
Course III.1 Business Model Course III.2 Digital Marketing Course III.3 Branding Course III.4 Entrepreneurial Finance Course III.5 Testing business ideas Course III.6 Business Pitch	Course IV.1 Interpersonal Skills Course IV.2 Creativity Course IV.3 Critical Thinking

1. Title of the certificate

O-CITY Module 4: Soft-Skills Library. Course 3: Critical Thinking

2. Profile of skills and competences

The holder of the certificate is able to:

Core units

- Identify the obstacles that hinder the development of critical thinking
- Define the problem
- Apply tools that encourage critical thinking
- Teach to think critically

3. Range of functions accessible to the holder of the certificate

The educational platform of the O-City Project has as its main objective to train teachers to implement multimedia content related to heritage assets in the classrooms. The O-CITY training programme allows teachers to be trained in technical and transversal subjects, as shown in the landing page of our LMS, with the aim of transferring the necessary concepts required for the insertion of new audiovisual inputs on the O-City virtual platform (https://o-city.org) to the students.

Besides, teachers can work in the classroom on the creation and incorporation of multimedia elements on the topic of cultural realities. The contents collaborate in improving the teaching integration to the field of the orange economy.

The Critical Thinking course is designed so participants can apply Critical thinking techniques to the development of creative multimedia projects linked to the cultural / natural heritage promotion.

4. Official basis of the certificate

Body awarding the certificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Authority providing accreditation / recognition of thecertificate

Permanent Formation Center (CFP)
Universitat Politècnica de València
https://www.cfp.upv.es

Level of the certificate (national or European)

Levels A & B of the EntreComp and Digicomp
European competences frameworks (full detail
available on chapter 8 of this document)

Grading scale / Pass requirements

Online Test
Pass (70%) / Fail

Access to next level of education / training

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Legal basis

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6. Officially recognised ways of acquiring the certificate

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7. Additional information

Entry requirements

No entry requirements are fixed to attend this course

More information

https://o-city.webs.upv.es/
O-CITY learning programme

MODULE I. CULTURAL & IP

Course I.1 Cultural Heritage
Course I.2 Intellectual Property

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Course III.1 Business Model
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Course IV.1 Interpersonal Skills
Course IV.2 Creativity
Course IV.3 Critical Thinking