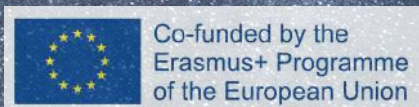




STARLIGHT

NEWSLETTER #3

Skills for Tourism and Recognition of the Importance of Dark Skies



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THE STARLIGHT WEBINARS ARE OFFICIALLY 1 YEAR OLD!

It seems impossible, but it has already been a year since the beginning of the STARLIGHT webinars.

Indeed, the three webinars of the STARLIGHT project were held respectively on 4th April, 8th May, and 22nd May 2023. During these three-hour video conferences, a team of international professionals discussed multiple topics related to light pollution, dark skies, and audience engagement, focussing each time on a specific aspect of astrotourism, i.e. scientific popularisation on astronomy and biodiversity, experiential tourism, entrepreneurship, territorial and digital marketing.



After each webinar, the STARLIGHT participants were then asked to complete an assignment through means of a group workshop activity or other creative outputs in order to put into practice the theoretical knowledge acquired during the training.

To celebrate the “anniversary” of the STARLIGHT webinars, check out our website to find out more about the STARLIGHT participants’ reflections and draft proposals for guided tours and innovative products in astrotourism, and don’t forget to watch the three reels presenting and summarising last year’s webinars!

THE STARLIGHT SCHOOLS

The three STARLIGHT schools, the final step of the STARLIGHT project itself, are full-immersion five-day residential courses to be held in three of the six countries of the partnership, i.e. Razlog (Bulgaria), Pragalato (Italy), and Potes (Spain).

Through the experiential learning activities programmed, the STARLIGHT participants will be able to build on, broaden and deepen the knowledge and the know-how acquired during the three STARLIGHT webinars:

In particular, the STARLIGHT schools aim to build intercultural and cross-sectoral understanding, to create networks across borders as well as across a wide range of professionals and experts, and to produce draft proposals for the development of dark sky tourism and the mitigation of light pollution.



STARLIGHT SCHOOL #1

- Date: 25th - 29th September 2023
- Duration: 5-day learning experience + 2 days travel
- Destination: Razlog, Bulgaria
- Topics: entrepreneurship, digital marketing and customer care

The first school of the STARLIGHT project took place in Razlog, Bulgaria, from the 25th to 29th September 2023. The fourteen participants, arriving from Austria, Bulgaria, Germany, Italy and Spain, were hosted by the National Business Development Network (NBDN), i.e. the Bulgarian partner of the STARLIGHT project.

Newsletter #3

During the week, not only did the STARLIGHT participants have the opportunity to work in teams and to learn about the Business Model Canvas, the LEAN entrepreneurship method, the DECIDE model and other decision-making skills for entrepreneurs, but they also had the chance to study some examples of best practices in stargazing around the world and to create their own business models on-astrotourism.



Indeed, after visiting some local businesses and various tourist sites, e.g. the Razlog Historical Muşeum, the SPA village of Banya with its Roman bath, the Pirin National Park, the STARLIGHT participants, on the last day of the STARLIGHT school, were able to present their own business models to both the stakeholders and the general public, during the multiplier event that was held in the conference hall of Razlog's House of Culture.





STARLIGHT SCHOOL #2

- Date: 15th - 19th April 2024
- Duration: 5-day learning experience + 2 days travel
- Destination: Pragelato, Italy
- Topics: territorial marketing, experience box

The second school of the STARLIGHT project will take place in Pragelato, Italy, from the 15th to 19th April 2024. The STARLIGHT participants will be hosted by GAL Escartons and Valli Valdesi (GAL EVV) and Italy's National Institute for Astrophysics (INAF), i.e. the two Italian partners of the STARLIGHT project.

Stay tuned for more information about the upcoming STARLIGHT school!



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