



ACIB's Role in Innovation for Education

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Abstract

ACIB's meaning, in what concerns of education, goes beyond the context of formal education. For many years, fruit of his own vocation, linked to business and commerce, ACIB developed a strong training and adult education department, considering its role on Human Resources valuation. Ouvir

Ler foneticamente

However, the boundaries of its intervention have been extended, in particular by the recognition that the true adult education climbs up the areas of formal contents, and that more efforts should be done to create conditions for developing a full citizen, passing, consequently, multidisciplinary interventions in multiple contexts.

Therefore, ACIB developed new areas of intervention. One of them is the ACIB-Culture. This department has been responsible for the development of cultural initiatives and the promotion of spaces and activities that enhance the entire county. It should be focused that many of these initiatives have been undertaken by its Poetry Club, a group composed by its adults former trainees, who decided to give assent to the invitation to join this organization, precisely because they recognize that their training goes beyond the formal contents.

ACIB recognizes that culture and commerce can enhance each other by their interaction and synergy. Thus, ACIB assumes the cultural dimension as a factor in their recovery strategy in the commercial area.

The success of the experience, since ACIB extended its activity to this area, is indicative of its competence in creating partnerships. Its role, not only is signed by the innovative nature of the proposals, but also for the aggregating effect, with partners, public and community.

The promotion of cultural activities, under the assistance of ACIB, corresponds to the idea of encouraging practices that improve the education for citizenship, social and commercial promotion, raising both sensitivity and responsiveness to various proposals uncommonly in Barcelos.

ACIB and Education

ACIB - Commercial and Industrial Association of Barcelos, is an organization dedicated to promoting local commerce and industry, as an entity that unifies several associates, representatives of companies in their geographical area of operation.

Within this framework has expanded and diversified its scope of action, including the development of the training department. This department is responsible for organizing further training courses but also courses in education and training for youth and adults, to bring together academic and professional formation. Particular courses of Education and Training of Adults born to foster the strengthening of education and training throughout life, preferably at the level of the population unemployed, workers at risk of unemployment and workers with low qualifications (PNE, Pillar I, measures 4 and 5). No doubt that this mission has all the relevance to the ACIB and its scope of activity.

At present, the various contexts in which they suffer the impact of technological modernization, with the consequent requirement that arises from rapid decisions, education cannot be exercising the role



memorization of adults [1], so ACIB has sought to distinguish itself in the pedagogical practices of these courses, the procedures it uses and that creates additional opportunities in the pursuit of education, reflective and non-formal, which is beyond the domains of education curriculum.

The work ACIB has made, based on the view that current government policy and institutional initiatives of various actors in education and training of adults today, tend to suit the different needs of adults, the specific each context, promoting and developing regional initiatives.

Despite of knowing that adults with low educational levels, target of the actions of ACIB, are generally those who have greater difficulties to join the education and training, looming, among other factors, to explain the poor development of social learning in certain ways socioculturally disadvantaged, the negative depiction of school and training and socio-professional insertion in undemanding in skills, ACIB searches in their strategies to counter these factors.

ACIB – Commerce – Culture

The development of cultural initiatives and the promotion of areas and activities that enhance the entire county, is to ACIB a state of constant challenge, a clear association to their training department, the reasons given above.

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In this sense, the effort of ACIB is meritorious, because it not only seeks to promote the diversification and quality and how to capture different audiences, likewise involve multiple partners. To this end, has continually sought to overcome, calling the cultural and commercial, which gives a new guise, always looking for a dash of creativity. The success of the experiment, since ACIB extended its activity to the intersection of the arts in promoting learning and stimulation of local trade, through music, poetry, visual arts, theater and others, is revealing of his initiative and its expertise in building partnerships.

ORIGINS Of ACIB- Cultura

The emergence of ACIB-Cultura relates to the will of ACIB to extend its scope, enhancing endogenous resources, making them rely on public space and connecting them with the business.

The current times call for creative and progressive attitudes, in order to promote new cultural dynamics, as well as business and economic.

The intention of ACIB Cultura is to develop a performance, bringing to business and culture activities with simple, attractive, and quality products that contribute to the promotion of the cultural landscape of the county and the possibilities for human development. The ACIB Culture seeks to create networks of partnerships and complementary to existing operators to facilitate the region's cultural new projects and new ways to carry out its functions.

As an agent of ACIB - Cultura, there is the Poetry Club, which gathers the interest and willingness to foster the culture, conduct various activities and contributing to the increased supply of facilities and access to cultural initiatives. This group, composed of ex-trainees of vocational education and training of adults, takes the role of the stimulus and performer of some of its initiatives in the cultural forum, which is credited with enormous potential and continues to be nurtured and motivated. The activity of ACIB-Cultura has been consolidating itself in the cultural landscape of the county, so that few will ever mind that dates back to the beginning of 2006, still fresh. After this time, the short years of life do not lose their merit, because the initiatives that have been occurring enjoy renown and appreciation, putting ACIB in a declared position of partner in revitalizing culturally the county's.

Experienced the initial impact, sustained by the curiosity of the first initiatives focusing on cultural development, year after year with more determination and organizational ability, the roster of activities



seeks the diversification and quality, done in a more structured plan, which aims to ensure a continuous schedule, targeted at different levels and audiences.

By being framed within an organization with close proximity to the community, with a strong presence throughout the county, the ACIB-Cultura benefited from the outset of this stamp. The image of quality and innovation of each initiative has given value to the proposals and implemented the hallmark of ACIB-Cultura in the county. Our work is now sufficiently identified by the various partners and audiences.

From Experience to New Initiatives

Precisely because it is essential to create emotional bond with a diverse set of audiences, to increase, first the active participation of its adult learners, secondly to ensure the presence of a frequent public events and thus give meaning to their reason for being, as a promoter of culture, ACIB-Cultura has promoted cultural activities, as a segment of creativity, inseparable from everyday life, which streamline the company and trade local council, in close communion with the local authority.

From experience built, the ACIB tries to outline a set of activities that combine the capabilities and experience of ACIB-Cultura, with other potential external collaborators. This will reveal the foundations of a real and meaningful consolidation of the role that supplementary ACIB-Cultura can play in fostering the culture and the cultural agents of the county, not intended to substitute for the local authority, before proposing itself as his partner, a clear desire to present a work of complementarities.

Portfolio ACIB-Cultura

In the leverage effect of the activities already undertaken, the ACIB presents some of its activities.

What train is this?

Performing an unprecedented trip to the train-style concert, between Barcelos and the CP railway museum in Lousado, which were enacted in the texts of the poet Pires Cabral, entirely devoted to train.

The Poetry Club, ACIB trainers, actors of Theatre Company's "Capoeira" and other collaborators, with support from the railway company embarked on an unprecedented trip.

Based on the book "What is This Train," of the poet A. Montes M. Pires, these travelers have interpreted and represented poems in an interaction with passengers. The trip was amazing, surprising the ordinary passengers and those who were traveling on this train intentionally with the intent to attend these presentation.

Poetry and Music Dinners

The revitalization of poetic dinners, like *Wine and Roses*, *Fado Ballads and Poetry*. With this kind of activities, we want to combine culture and commerce. These webs of communication cohabited in the privilege to be associated to the meal in a nice restaurant, to delight and be stimulated by the sound of a selection of texts of undoubtful appeal.

Jazz Festival

The organization of the jazz festival, in close coordination with the local trade.

Gatherings

Unlikely gatherings is the name given to all last Friday evenings each month ACIB organizes.

This is a range of conversations, informal but rich, high-quality, dedicated to the themes of segregation and to discuss problems of a socio-cultural impact.

In each conversation are invited various personalities from diverse fields, including arts, politics, health, sociology, philosophy, to reflect together on emerging issues, expressed in the form of questions.



Retreats training poetic and dramatic in Gerês

The organization of poetic and dramatic training retreats, in Serra do Gerês, with the participation of professional actors. This training was a better preparation of the elements of the Poetry Club ACIB.

Initiatives dedicated to the promotion of writers and poets

Combination of the author's poetry reading at the Poetry Club, with the display of excerpts of the documentary about the life and work of the author's. Usually there is also a musical landscape.

Radio program - Sounds of Poetry

A broadcast weekly on Radio trough, specifically dedicated to poetry reading and presentation of authors, interspersed with songs that fit in the sounds and senses.

The most beautiful poem

The poetry shows a deep cultural reference. So on his lathe to create synergies among craftsmen, poets, musicians, restaurants and bakeries.

Together, several partners were involved in creating the most beautiful poem, the most beautiful cake, the most beautiful piece of craftsmanship, the most beautiful menu, or the most beautiful music.

It was an integrated programming, having the umbilical cord that poetry is based on dimensions that we refer to the symbols of the identity of Barcelos, and even the country itself, since the image of the rooster is the highest expression of Portuguese culture.

The poets of the county and the region it will be to make each segment of the rooster, in an inaugural page of a book written for becoming perennial high. Are unprecedented in size - 8m, and its structure, in plate and pipe, designed specifically to accommodate the words of those who are the greatest exponents of our culture - poets.

Coffee Concert – Atirar o Barro à Parede (Shoot the clay to the Wall)

This was a spectacle covering various art forms: dance, mime, painting, theater, poetry. Produced and performed by Club Poetry ACIB it tells the history of pottery in Barcelos. An industry that was once very strong. An art that has been passed from generation to generation, until the young have migrated or chose other careers. The branch was short of people to continue and eventually enter the industry in decline. But in the end, the message is of hope: that the art of working the clay had not died.

The theatrical show was punctuated with the wonderful benefits of the students of the Dance School of Barcelos and the voice of a local singer, who played several themes in the Portuguese folk songs. The representation and interpretation of the elements of poetry Poetry Club was accompanied by the music of pianist João Pinheiro. At the same time, Sandra Longra painted a picture in real time and the potter Fernando Dantas shaped the clay into his pieces.

Impact of ACIB-Cultura in Community Education

The impact of the initiatives undertaken by ACIB-Cultura has been outstanding. Have been reported statements of the initiatives promoted by ACIB-Cultura, in two ways: first, the feedback of satisfaction and encouragement to continue on the other hand, the conduct of activities similar to those promoted by ACIB-Cultura in schools in communities, etc. And nothing more than to reinforce these assumptions in the path we tread, the multiplier effect that has been generated.

Simultaneously, we believe we are contributing to increasing civic participation in a kind of public unaccustomed to attending cultural initiatives, to have them understand the sensitivity and cultural events. Similarly, it is expected that the capacity and critical reflection are promoted, suctioning a replicator effect in their children.

Regarding the associated commercial and business areas, they show themselves as very satisfied by the



dynamics of the county and the association between culture and the activities they undertake, a clear benefit by this alliance.

In an economy undergoing restructuring, based on the deepening of the transformations of production processes, technological and organizational, is to ensure the implementation of an integrated set of structural policies, which promotes acceleration of economic activity, based on real gains in productivity and without significant loss of employment. [2]

"The literacy has become central structural component of contemporary socio-cultural settings. The production, circulation, learning and use of knowledge formally organized, based on written languages, is currently a key vector of economic dynamics". [3]

Therefore, the absence of literacy skills, or possession in very limited level, cannot be ignored today, while actual threats of social exclusion, setting up situations in themselves an obstacle to development.

The possibility of a relationship sufficiently intense and informed - that is, at the same time, capable of enjoyment and critical sense - especially those forms of cultural provision, means the possession of basic literacy, so ACIB is satisfied that the investment in this area will necessarily be in condition of access to culture and information.

The relationship between literacy and citizenship appear to be unavoidable in the social life of today's world. The civic and political participation in the social networking space today, be they training or culture, require as a condition increasingly indispensable, sufficient levels of literacy. These can make the difference between social exclusion, or vulnerability trend this exclusion, situations and effective citizenship.

Finally, it remains to express that with these purposes ACIB-Cultura believes to be the best contribution to the cultural approach and participation of the community, aware that "effective participation of men and women in every sphere of life is a fundamental requirement for challenges facing humanity in the future" [4]

References

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