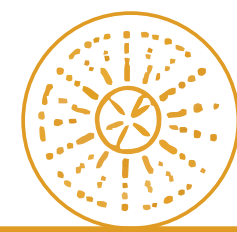
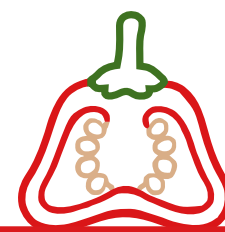


DECODHER



DESIGN FOR COMMUNITY DRIVEN BY HERITAGE

ERASMUS+ BIP
2025 - 2026



15 - 20.06.2026

REGGIO CALABRIA

DECODHER aims at exploring **Design strategies** to enhance **material and immaterial heritage** and support local value chains, leveraging on Mediterranean cultures, traditions and environments.

Objectives/activities:

- **Engaging stakeholders:** gaining knowledge about target agri-food products with their own history, techniques and tradition, learning from farmers and producers.
- **Enhancing cultural heritage:** investigating meanings behind material and immaterial heritage and identifying Design strategies to empower local communities, support value chains actors and improve micro-economies.
- **Performing co-design:** releasing Design solutions through the practice of communication Design, product Design and strategic Design, building convincing story telling and addressing specific target groups and markets.
- Presenting results to stakeholders through emotional, sensitive, compelling communication.

Expected co-design outputs:

- **Communication pack**, including a promotional digital and printing kit;
- **New packaging**, referring to a coherent story telling;
- **Product** to improve the user experience;
- **Device or space** to showcase brands and bring costumers closer.

Co-design issues may concern raw or processed food products

People:

• **Mediterranea University of Reggio Calabria**

Riccardo Pulselli	Tutors	Miriam Carlier
Nino Sulfaro		Roberta Errigo
Francesca Giglio		Martina La Mela
Paola Raffa		Domenico Rubino



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