Decree of the Rector n. 472 of 21/06/2023
Competition for awarding 1 research grant at the University of Udine

DISCLAIMER:
The official and legally binding call for applications is in Italian only. This document cannot be used for legal purposes and is only meant to provide information in English on the call for applications (Decree of the Rector n. 472 of 21/06/2023). Please refer to the official call published on: https://www.uniud.it/it/albo-ufficiale

Any change and integration will be made available on the above mentioned web page. Therefore, no personal written communication regarding the examination date and/or competition results shall be provided to applicants.

Annex 1

Competition announcement for the assignment of 1 research grant at the University of Udine, entitled “Relationship and communication strategies for the branding of, and civic engagement in Gorizia as European Capital of Culture 2025” SSD: M-PSI/05 (principal investigator, Renata Kodilja).

Art. 1
A selection procedure is hereby launched for the award of 1 research grant at the University of Udine, as identified in Attachment A which constitutes an integral part of the present announcement. The research grant is linked to the research project and is subject and conditioned upon the relative funding.

The fellowship may be renewed, in compliance with Art. 22, Law No. 240 of 30 December 2010 (as in the text in force before the implementation of the Conversion Law of the D.L. 36/2022, L. 79/2022), Law No. 11 of 27 February 2015, and the current regulations of the University of Udine for awarding research grants, issued with the Rector’s Decree No. 182 of 31 March 2021. The renewal is subject to the scientific coordinator’s positive assessment of the researcher’s activities, an adequate scientific rationale, and a corresponding financial covering.

The research fellowship does not give rise to any right with regards to accessing University posts.

Any personal communication to candidates related to this selection will be sent exclusively to the email address indicated when registering for the selection, as mentioned in Art. 5.

Art. 2
The research grant described in this competition announcement and the required qualifications to apply for the position are identified in Attachment A. The lack of the admission requirements leads to the automatic exclusion from the competition procedure.

Possession of a PhD or equivalent degree obtained abroad or, only for the interested areas, of a medical specialization accompanied by an adequate scientific production, constitutes a preferential qualification for awarding the research fellowship of this selection, if it has not been provided as a mandatory requirement.

For the only purpose of the admission to the competition, the Examining Board (Art. 7) shall assess the equivalence of the qualification obtained abroad, except for the evaluation of the medical specialization

RESEARCH SERVICES AREA
Research Training Office
Department Head: Sandra Salvador
Procedure Supervisor: Sandra Salvador
Procedure Compiler: Francesca Mion
qualification to which Article 38 of the Legislative Decree 165/2001 and subsequent modifications and additions, and EU regulations on the matter, shall be applied.

The Examining Board will proceed to the evaluation of the qualification obtained abroad according to the documentation attached to the application form. The Examining Board may exclude the candidate if the submitted documentation does not provide sufficient information for the assessment. Therefore, applicants must enclose all the documentation in their possession relating to their qualification in order to provide the Examining Board with sufficient information for assessment.

Candidates holding a qualification issued by a European Research Area country, if successful, must submit, if not already attached to the application form one of the following options:
- Supplement Diploma in English issued by the competent University.
- CIMEA Certificate of comparability of the foreign qualification, issued by CIMEA (Information Centre on Academic Mobility and Equivalence) via the "diplome" service at https://cimea.diplo-me.eu/udine/#/auth/login

Candidates holding a qualification issued by a non-European Research Area country, if successful, must submit, if not already attached to the application form one of the following options:
- Declaration of the on-site value of the qualification and the certificate relating to the degree with examinations and grades. A certificate in a language other than Italian or English must be accompanied by an official translation into one of these languages (certified by the competent diplomatic-consular authority or certified by a court in Italy).
- CIMEA Certificate of comparability of the foreign qualification, issued by CIMEA (Information Centre on Academic Mobility and Equivalence) via the "diplome" service at https://cimea.diplo-me.eu/udine/#/auth/login

If the Supplement Diploma or the statement/attestation of comparability are not available when signing the contract, the applicant must demonstrate that he/she has requested the documentation and submit it as soon as possible.

Any exclusion from the selection procedure due to lack of eligibility requirements, absence of required documents, failure to sign the selection application or submission of the selection application in a manner different from what is provided for in this call for applications will be communicated to applicants exclusively at the email address indicated in the application form.

Art. 3

The research grant referred to in this call for applications cannot be awarded:

a. to employees of Universities and the entities referred to in Article 22, section 1, of Italian Law no. 240 of 30 December 2010 (in the text prior to the reform introduced by Law no. 79 of 29 June 2022);

b. to those who have already been awarded research grants pursuant to Italian Law no. 240 of 30 December 2010 (prior to the reform introduced by Law no. 79 of 29 June 2022) for the maximum period provided by law, even if not continuously, excluding the period in which the grant was used in conjunction with the doctorate, up to the legal term of the relative course;

c. to those who have already benefited from research grants and fixed-term researcher contracts provided for, respectively, in Articles 22 and 24 of Italian Law no. 240 of 30 December 2010 (in the text prior to the reform introduced by Law no. 79 of 29 June 2022), for a total of 12 years, even if not consecutive;

d. to anyone who has a degree of kinship or affinity, up to and including the fourth degree, with:
   - the Rector, the Director General or a member of the Board of Directors of the University of Udine;
   - the scientific supervisor or a professor/researcher belonging to the department or organisation hosting the research grant in question.
The research grant provided for in this call for applications cannot be combined:
a) with scholarships of any kind, except for those granted by Italian or foreign institutions to supplement, by means of stays abroad, the fellow's training or research activities;
b) with other research grants;
c) with an employment relationship, even if part-time, without prejudice to the relevant provisions for employees of public administrations.

The grant awarded under this call for applications is also incompatible with simultaneous attendance at university degree courses, either Bachelor's degree or Master's degree courses, research Doctorates with scholarships and medical specializations, in Italy or abroad.

Art. 4

Applicants must enclose with their application, under penalty of exclusion, the following documents:
a) their professional scientific CV, highlighting the candidate's aptitude for carrying out and implementing the research project (Attachment A);  
b) their identity card, their passport or any other identification document1;  
c) (for candidates with a foreign qualification only) certification or self-certification of both the academic qualification required for the admission to the selection, and of the exams (with evaluation) took during the period of study abroad, and of any other document that can be useful to the evaluation of the degree by the Examining Board.

Applicants can attach to the application, publications and any other certification considered useful to demonstrate the qualification based on the research program (Attachment A) and to certify any research activity accomplished at public or private institutes (indicating the starting and ending date and the duration).

The documents and qualifications mentioned above must be submitted in Italian or English. Those that are not as requested will not be evaluated. Documents originally written in a language other than Italian or English must come with a translation in Italian or English, that the candidate will do on its own responsibility. The translation can be an abstract concerning the thesis.

Italian and Community candidates wishing to submit qualifications referring to conditions and facts attested by Public Administrations must proceed exclusively with self-certification.  
Non-EU citizens legally residing in Italy may self-certify only data that can be verified or certified by Italian public bodies. They may also use declarations in lieu when provided for by an international convention between Italy and the declarant's country of origin.  
Non-EU citizens not residing in Italy cannot self-certify.

Only the qualifications possessed by the candidate on the date the application form is submitted and submitted in accordance with the procedures set out in Article 5 will be assessed.

Failure to submit mandatory documents provided for in this article will constitute grounds for exclusion from the selection.

Art. 5

The submission of the applications for the present call starts on June 29, 2023 at 2:00 pm (Italian time) and ends on July 14, 2023 at 2:00 pm (Italian time).

1 Please be aware that the residence permit is not an identification document.
The application to take part in the selection must be completed, under penalty of exclusion, using the appropriate online procedure, available at the link https://pica.cineca.it/
The procedure involves an applicant registration step, for those who do not already have an account, and then an application completion step.

Once completed, the online application must be signed in the manner described in the online procedure (manual signature with attached identity document or digital signature), under penalty of exclusion from selection. The application does not have to be signed if you access the above-mentioned online procedure using your SPID ID.

The qualifications referred to in Article 4 must be attached to the application in .pdf format. Individual .pdf files may not exceed 30MB.

The application for participation in the selection is automatically sent to the University of Udine with the definitive closing of the online procedure.

The University Administration:
- is not responsible if it is impossible to read the submitted documentation in electronic format due to damaged files;
- shall not accept or take into consideration qualifications or documents received in paper form or by any means other than what is specified in this article.

Reference to documents or publications already submitted in connection with other competitions is not allowed.

The Administration is not responsible for any missing document or communication because of inaccurate indication of residence and/or address submitted by the candidate during the application. Also, the Administration is not responsible if the candidate has not communicated changes in this information, or has communicated them too late. The Administration is also not responsible for any postal or telegraphic problems not attributable to the Administration itself.

Applicants are advised not to wait until the last few days before the closing date to submit their application. The University accepts no responsibility for any malfunctions due to technical problems and/or overloading of the communication line and/or application systems.

Art. 6
The selection procedure is held in accordance with the modality indicated in Attachment A.

The test will aim to assess the general preparation, experience and aptitude for research of the candidate. It will consist in the evaluation of the professional scientific curriculum, of the publications and qualifications presented, and of the interview, where foreseen.

Art. 7
The Examining board for the competition is identified in Attachment A of the present competition announcement, of which it is an integral part.

At its first meeting, the Examining board shall appoint its President and Secretary, and establish the criteria and methods for evaluating the qualifications and the interview, where foreseen.

The results of the qualifications assessment must be disclosed to applicants during the interview, where foreseen.
The Examinining board can award a maximum of 100 points (one hundred out of one hundred) to the selection.

At the end of the evaluation procedure, the Examinining board shall formulate the general merit list based on the overall score of each candidate, and draw up the minutes of the whole competition procedure.

Based on the ranking list, the assignment is awarded to candidates who have obtained a minimum overall score of 70/100 (seventy out of one hundred).

The Examinining board's judgement is final.

The ranking list will be made public exclusively through publication on the University's official website.

Applicants will not be notified of the outcome of the evaluation.

Those who do not declare their acceptance of the research grant and do not present themselves at the research centre within the deadline communicated by the latter, even if not formally, shall lose the right to receive it. Exceptions to this term will only be granted in cases of documented force majeure.

Art. 8

The research activity cannot be started before signing the contract defining the terms and conditions of the collaboration.

The activity covered by the research grant must have the following characteristics:

a) it must be carried out as part of the research programme covered by the grant and not be a merely technical support to it;

b) it must have a close connection with the realization of the research program for which the winner of the grant has been awarded the contract;

c) it must be continuous and, in any case, temporally defined, not merely occasional, and in coordination with the overall activity of the University;

d) it must be carried out autonomously, solely within the limits of the programme prepared by the programme supervisor, without predetermined working hours.

The researcher is required to submit a detailed written report on the work carried out and the results achieved, accompanied by the opinion of the scientific supervisor, to the reference organisation at the intervals set out in the contract. The researcher must also submit interim reports and timesheets, if requested by the reference organisation.

Either the fellow or the reference organisation may withdraw from the contract.

The reference organisation may terminate the contract not only in the cases referred to in Article 9, sections 2 and 3, of the "Internal rules for awarding research grants pursuant to law 240 of 30 December 2010" of the University of Udine, but also in the event the research project and therefore the financial coverage on which the research grant is based cease to exist.

Art. 9

The following legal dispositions shall apply to the grant referred to in this call for applications:

- for tax matters, the provisions of Article 4 of Italian Law no. 476 of 13 August 1984, as subsequently amended and supplemented;

- for social security matters, the provisions of Article 2(26) et seq. of Italian Law no. 335 of 8 August 1995, as subsequently amended and supplemented;

- for mandatory maternity leave, the provisions of the Italian Ministerial Decree of 12 July 2007;
- with regard to sick leave, the provisions of Article 1(788) of Italian Law no. 296 of 27 December 2006 and subsequent amendments.

During the period of mandatory maternity leave, the allowance paid by INPS according to Art. 5 of the Italian Ministerial Decree of 12 July 2007 is supplemented by the University up to the full amount of the research grant.

The grant will be paid in monthly instalments.

Art. 10
The data collected as part of the procedure referred to in Art. 5 are necessary to properly manage the selection procedure, for any subsequent management of the research grant and for purposes related to managing services provided by the University. The University of Udine is the Data Controller. At any time, the data subject may request access, rectification and, depending on the University's institutional purposes, cancellation and restriction of processing or oppose the processing of their data. The data subject can always lodge a complaint with the Italian Data Protection Authority. The complete disclosure is available on the University of Udine website in the "Privacy" section, accessible from the home page www.uniud.it Direct Link: https://www.uniud.it/it/pagine-speciali/guida/privacy

Art. 11
For all matters not expressly mentioned in this call for applications, refer to the regulations in force on the subject cited in the introduction and to the "Internal rules for awarding research grants pursuant to Italian Law no. 240 of 30 December 2010" of the University of Udine, issued by Rector's Decree no. 182 of 31 March 2021.

Art. 12
The procedure supervisor is Dr Sandra Salvador, Head of the Research Services Area of the University of Udine.

The Responsible office at the University of Udine is "Area Servizi per la Ricerca - Ufficio Formazione per la Ricerca", via Mantica n. 31 - 33100 Udine, Italia.

To request information about the call for applications, please complete the following form available on the University of Udine website:
https://helpdesk.uniud.it/SubmitSR.jsp?type=req&accountId=universityofudine&populateSR_id=42105
Attachment A

Responsabile scientifico della ricerca / Principal investigator:

Nome e cognome / Name and surname: Renata Kodilja
Qualifica / Position: Professor Associata
Dipartimento / Department: Lingue e Letterature Comunicazione Formazione e Società / Languages and Literature, Communication, Education and Society
Area MUR / Research field: 11 - Scienze storiche, filosofiche, pedagogiche, psicologiche
Settore concorsuale e Settore scientifico disciplinare / Scientific sector: 11/E3; M-PSI/05 - Psicologia sociale

Titolo dell’assegno di ricerca / Topic of the research fellowship “assegno di ricerca”:
I bandi sono consultabili dal sito dell’Ateneo, del MUR e di Euraxess / The calls are available on the University, MUR and Euraxess websites

Testo in italiano:
Strategie di relazione e comunicazione per il place branding ed il civic engagement di Gorizia Capitale Europea della Cultura 2025.

Text in English:
Relationship and communication strategies for the branding of, and civic engagement in Gorizia as European Capital of Culture 2025.

Obiettivi previsti e risultati attesi del programma di ricerca in cui si colloca l’attività dell’assegno di ricerca / Foreseen objectives and results of the research programme performed by the research fellow "assegno di ricerca":
I bandi sono consultabili dal sito dell’Ateneo, del MUR e di Euraxess / The calls are available on the University, MUR and Euraxess websites

Testo in italiano:
Premessa
Il progetto di ricerca, che implementa l’azione 3.1-“Interculturalità e inclusione” del progetto “Interculturalità” così come definito nel Piano strategico del DILL 2022-2025, fonda le sue premesse a partire dal concept della candidatura di Gorizia a Gorizia Capitale Europea della Cultura 2025 che definisce il “sogno” di Gorizia come “una città transnazionale europea, un luogo in cui le persone e le idee sono apprezzate e rispettate indipendentemente dal loro background culturale, nazionale, linguistico e di qualsiasi altro tipo (Bid Book GO! 2025)”. Nel suo Libro bianco sul dialogo interculturale (2008: 17-18), il Consiglio d’Europa l’ha definito come “un processo di scambio di viste aperto, rispettoso e basato sulla reciproca comprensione, fra individui e gruppi che hanno origini e un patrimonio etnico, culturale, religioso e linguistico differenti […], volto a far capire meglio le diverse abitudini e visioni del mondo […] favorendo l’integrazione e la coesione sociale”. Il dialogo interculturale è quindi fondamentale per lo sviluppo delle relazioni tra persone, paesi e culture; tale approccio risulta fondamentale soprattutto in un’area di confine quale Gorizia. Il progetto di Nova Gorica-Gorizia Capitale Europea della Cultura diviene opportunità di inclusione interculturale nonché strumento di rafforzamento di un senso di appartenenza condiviso e di una identità europea. Il dialogo interculturale contribuisce alla coesione e all’inclusione ed è anche strumento di mediazione e riconciliazione, poiché interviene sulla frammentazione sociale, favorendo equità, dignità umana e perseguimento del bene comune; le azioni di incremento del civic engagement previste dal presente progetto costituiscono lo strumento operativo idoneo al perseguimento degli obiettivi di coesione e inclusione.
Lo status di Capitale Europea della Cultura rappresenta altresì un importante strumento di place branding; ovvero la strategia sinergica di attività mirate alla creazione e valorizzazione di una identità...
condivisa e immagine di un luogo, e alla sua promozione e comunicazione verso i molteplici stakeholder interni ed esterni. Le attività di comunicazione, con particolare riferimento alla comunicazione pubblica e dei media, previste come output di progetto, saranno quindi finaliztate a un outcome di incremento del dialogo e della coesione interculturale.

Obiettivi
Il progetto prevede l’analisi e definizione della strategia di relazioni e comunicazione che consiste nella definizione dell’identità di un territorio e nella sua comunicazione all’esterno in un’ottica di promozione, attrattività e inclusione. Si ipotizza che gli obiettivi di place branding possano e debbano essere meglio raggiunti, da un lato, attraverso strumenti di incremento del civic engagement riferiti alle comunità locali e dall’altro a precise strategie di stakeholder management.

- Il place branding è il processo di scoperta, creazione, sviluppo e realizzazione di rappresentazioni e concetti per (ri)definire l’identità, i tratti distintivi e il genius loci di un luogo e, conseguentemente, costruire il significato complessivo. Un brand è definito come l’insieme di elementi tangibili ed intangibili progettati per creare consapevolezza e identità e per costruire la reputazione di un prodotto, servizio, luogo o organizzazione. La prospettiva olistica del branding come strategia a lungo termine include un’ampia serie di attività, dall’innovazione di prodotto alla strategia di comunicazione. L’obiettivo della strategia di branding è creare marchi che si differenzino dalla concorrenza, riducendo così il numero di sostituti sul mercato. Un location brand coerente e competitivo dovrebbe essere la somma delle infrastrutture, delle persone, delle attività produttive e culturale e della qualità della vita che caratterizzano quel territorio. La letteratura di riferimento (inter alia Ashworth, 2009) propone strumenti operativi per il place branding; tra i quali:
  - La tecnica della personality association che consente di rafforzare l’associazione di un luogo ai tratti di personalità della storia, dell’arte, della cultura o di altri ambiti, nell’intento di trasferire, per associazione, le qualità necessariamente uniche del personaggio al territorio d’origine (per Gorizia, ad esempio da Carlo Michelstaedter a Carlo Rubbia).
  - La tecnica dell’event hallmarking, ovvero l’utilizzo degli eventi di solito culturali (quali ad esempio il Festival eStoria a Gorizia) ma anche di altro tipo, al fine di ottenere un più ampio riconoscimento della loro portata ma anche per fissare specifiche associazioni con il brand.

La pratica professionale nell’ambito del place branding suggerisce l’importanza di combinare questi e altri strumenti e di integrarli in una pianificazione più ampia delle strategie di gestione.

- Il civic engagement si riferisce ai modi in cui i cittadini partecipano alla vita di una comunità per migliorare le condizioni collettive o per contribuire a plasmare il futuro della comunità. Il civic engagement può quindi essere inteso come spinta etica per la cittadinanza dove l’etica è intesa come una tensione alla vita “buona”, ovvero una vita che ricerchi il bene per sé, per l’altro e per le istituzioni. Sul tema l’Unione Europea sottolinea anche come, affinché un percorso di civic engagement possa rivelarsi efficace, esso debba reggersi su quattro colonnine, ovvero la promozione di un agire collaborativo efficace e costruttivo, un pensare criticamente orientato, un approccio responsabile al vivere comune, una partecipazione democratica alla vita della comunità (Unione Europea, 2017).

Dal punto di vista dell’analisi e della messa a punto delle strategie per accrescere il livello del civic engagement, gli approcci utili contemplano almeno tre diverse prospettive e quindi relative leve di mobilitazione collettiva:

  - Il civic engagement come servizio alla comunità: ovvero enfatizzare la partecipazione al servizio volontario alla propria comunità locale, da parte di un individuo che agisce in modo indipendente o come partecipante a un gruppo con una missione.
  - Il civic engagement come azione collettiva: inteso come il mezzo mediante il quale un individuo, attraverso l’azione collettiva, influenza la società civile più ampia. Si tratta di una collaborazione rispetto ad un’intensa attività congiunta, che consente di perseguire gli obiettivi attraverso l’impegno in molti settori, non solo attraverso l’azione di governo.
- Il civic engagement come cambiamento sociale: descrive le modalità con cui un cittadino attivo partecipa alla vita di comunità per contribuire a plasmare il suo futuro. In questa prospettiva ogni azione di civic engagement deve includere le dimensioni del cambiamento sociale.

- Le strategie di stakeholder management assicurano che gli stakeholder siano coinvolti in modo appropriato in tutti gli aspetti del progetto. Esse implicano la mappatura sistematica delle parti interessate, l’analisi dei loro bisogni e aspettative, la pianificazione e attuazione delle azioni necessarie per l’engagement. Tuttavia, la maggior parte degli sforzi di place branding non considerano sufficientemente la diversità degli stakeholder e la varietà delle percezioni del territorio. Le attività di place brand management richiedono quindi l’allineamento della comunicazione del brand ai diversi stakeholder, utilizzando un approccio integrato per lo sviluppo delle strategie specifiche per il territorio nella costruzione di un’architettura del place branding target specifica. Da un punto di vista teorico e operativo, i principali gruppi di stakeholder in funzione di un piano di place branding sono:

  ▪ I residenti; che possono essere suddivisi in “interni” (residenti attuali) ed “esterni” (residenti potenziali).
  ▪ I visitatori; suddivisi in base alla loro motivazione di mobilità (dal turismo per piacere alla mobilità professionale per lavoro).
  ▪ Gli enti pubblici e privati; includono i servizi pubblici, le imprese private e le organizzazioni non governative.
  ▪ I media; che includono la copertura mediatica complessiva, dai libri di viaggio, alle riviste di bordo, emittenti radio-televisive, ai media su carta stampata e social media.

Text in English:

Introduction

The research project, implementing Action 3.1-"Interculturality and Inclusion" of the "Interculturality" project as defined in the Foreign Languages and Literatures Dpt.’s Strategic Plan 2022-2025, originates from the creative concept underlying Gorizia's candidacy as European Capital of Culture (henceforth, ECC) 2025, which “dreams” of Gorizia as “a transnational European city, a place where people and ideas are treasured and respected regardless of their cultural, national, linguistic or any other background” (Bid Book GO! 2025). In its White Paper on Intercultural Dialogue, the Council of Europe defined it as “an open and respectful exchange of views between individuals and groups belonging to different cultures […that] aims to develop a deeper understanding of diverse worldviews and practices […] while fostering integration and social cohesion” (CM [2008]30: 9). If intercultural dialogue is fundamental for the development of relationships among people, countries and cultures in general, it becomes all the more crucial in a border area like Gorizia. Hence, the Nova Gorica-Gorizia ECC 2025 project becomes an opportunity for intercultural inclusion, as well as a tool for strengthening the sense of belonging to a shared European identity. Intercultural dialogue fosters cohesion and inclusion and is also an instrument of mediation and reconciliation, as it prevents social fragmentation by promoting equity, human dignity, and the pursuit of the common good. The actions to be undertaken to increase civic engagement will thus be aimed at enhancing social cohesion and inclusion.

Moreover, the ECC status represents a unique opportunity for place branding through the synergic interplay of various activities aimed at forging and enhancing Gorizia’s shared identity and image, which will be promoted among, and communicated to, multiple internal and external stakeholders. The outcome of the communication activities (viz. institutional and media communication) envisaged as project outputs will therefore consist in fostering intercultural dialogue and cohesion.

Aims and scope

The project involves the analysis and definition of the best relationship and communication strategy, which consists in defining the identity of the territory at issue and its external communication with a focus on promotion, attractiveness and inclusion. It is hypothesised that place branding objectives can and should be better achieved, on the one hand, through tools to increase civic engagement related to local communities and, on the other hand, through precise stakeholder management strategies.
- **Place branding** is the process of discovering, creating, developing and generating representations and concepts to (re)define the identity, distinctive features and *genius loci* of a place and, consequently, construct its overall meaning. A brand can be defined as a set of tangible and intangible attributes designed to raise brand awareness and build brand identity as well as the reputation of a product, service, person, place, or organization. The holistic perspective on branding as a long-term strategy includes a wide range of activities, from product innovation to communication strategy. The objective of a branding strategy is to create brands that are differentiated from the competition, thereby reducing the number of substitutes in the marketplace. To be coherent and competitive, a location brand should be the sum of the infrastructures, people, productive and cultural activities and quality of life that characterise that territory. The literature (*inter alia* Ashworth, 2009) offers operational tools for place branding, including:

- The *personality association* technique, whereby a place is strongly associated to the personality traits embodied in its history, art, culture or other fields, in the hope that the necessarily unique qualities of well-known personalities will be transferred by association to the place and territory of origin (as for Gorizia, such personalities are, for example, Carlo Michelstaedter and Carlo Rubbia).
- The *event hallmarking* technique, i.e., the use of events – usually cultural (such as the *èStoria Festival* in Gorizia) but also other types – with a view to obtaining wider recognition of their significance, but also to establish specific brand associations.

Professional practice in place branding suggests the importance of combining these and other tools and integrating them into a broader planning of management strategies.

- **Civic engagement** refers to the ways in which citizens participate in the life of a community in order to improve conditions for others or to help shape the community’s future. Civic engagement can thus be understood as an ethical drive for citizenship, where ethics is to be construed as a striving for the ‘good’ life, that is, a life that seeks the good for oneself, for others and for institutions. In these respects, the European Union also emphasises that, for civic engagement to be effective, it must rest on four pillars, namely promoting effective and constructive collaborative action, thinking critically, acting in a socially responsible manner, and participating democratically in community life (European Union, 2017). As regards analysing and defining strategies to increase the level of civic engagement, useful approaches include at least three different perspectives and related levers of collective mobilisation:

- **Civic engagement as community service**, i.e., emphasising participation in voluntary service within one’s own local community by an individual acting either independently or as a participant in a group with a mission.
- **Civic engagement as collective action**, i.e., as the means by which, through collective action, an individual can influence civil society at large. It is about collaboration, about intense joint activity, pursuing communal goals through work in all sectors, not just government action.
- **Civic engagement as social change**, through which an active citizen participates in the life of the community in order to help shape its future. In this perspective, every civic engagement action has to include the dimensions of social change.

- **Stakeholder management** strategies guarantee that stakeholders are adequately involved in all aspects of the project. These involve mapping stakeholders systematically; analysing their needs and expectations; and planning/implementing the necessary actions for engagement. Yet, most place branding efforts do not take the diversity of their stakeholders and the variety of place perceptions into account. Place brand management activities therefore require the alignment of brand communication to the various stakeholders, using an integrated approach to develop area-specific strategies in the construction of a specific target place branding architecture.

From a theoretical and operational point of view, the main stakeholder groups for a place branding plan are:

- Residents, who can be divided into internal (current residents) and external (potential residents).
- Visitors, who can be divided according to travel motivation (leisure visitors or business visitors).
- Public and private, including public services, private business, and non-governmental organizations.
The media, covering everything from travel books to in-flight magazines, radio and TV, daily newspapers, social media and so forth.

Struttura dell’Università di Udine presso la quale verrà sviluppata l’attività di ricerca / Department or other structure of the University of Udine where research activities will be carried out:

Dipartimento di Lingue e Letterature, Comunicazione, Formazione e Società (DILL), Centro Polifunzionale di Gorizia / Department of Languages and Literatures, Communication, Education and Society, Polyfunctional Centre of Gorizia

Importo dell’assegno di ricerca (al lordo oneri carico assegnista) / Total grant gross for the research fellowship:

€ 20,266,98

Durata dell’assegno di ricerca / Duration of the research fellowship “assegno di ricerca”:

12 mesi / months

Finanziamento / Financed by:


Requisiti di ammissione / Minimum qualifications necessary:

- Possesso di un diploma di laurea vecchio ordinamento (ante decreto 3 novembre 1999 n. 509) o di laurea specialistica/magistrale (ex decreto 3 novembre 1999 n. 509 e decreto 22 ottobre 2004 n. 270) o titolo equivalente conseguito all’estero;
- possesso di un curriculum scientifico professionale idoneo allo svolgimento dell’attività di ricerca contemplata.
- University degree obtained before Decree n. 509 of 3 November 1999 or specialistic/Master’s degree (post decree n. 509 of 3 November 1999 and decree n. 270 of 22 October 2004) or equivalent degree obtained abroad;
- professional scientific curriculum suitable for the research activity above mentioned.

Nota / Note: In fase di valutazione dei titoli, la Commissione giudicatrice terrà in particolare considerazione il possesso di un diploma di laurea vecchio ordinamento (ante decreto 3 novembre 1999 n. 509) in Relazioni pubbliche o di laurea specialistica/magistrale (ex decreto 3 novembre 1999 n. 509 e decreto 22 ottobre 2004 n. 270) in Comunicazione integrata per le imprese e le organizzazioni, o titolo equivalente conseguito all'estero in Scienze della Comunicazione. / When evaluating candidate’s titles, the Examining Board will take into particular consideration the possession of a university degree obtained before Decree n. 509 of 3 November 1999 in Public Relations or of a specialistic/Master’s degree (post decree n. 509 of 3 November 1999 and decree n. 270 of 22 October 2004) in Integrated Communication for Businesses and Organizations or of an equivalent degree obtained abroad in Communication.

Procedura selettiva / Competition procedure:

Valutazione per titoli e colloquio / Evaluation of titles and oral exam
I risultati della valutazione dei titoli saranno resi noti agli interessati nel corso del colloquio / The evaluation of the qualifications will be disclosed to candidates during the interview

<table>
<thead>
<tr>
<th>Calendario del colloquio / Calendar of the oral exam</th>
<th>Modalità / Modality</th>
<th>Data / Date</th>
<th>Ora / Time</th>
<th>Luogo / Place</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>In presenza / On site</td>
<td>27 luglio / July 2023</td>
<td>10:00 / 10:00 am (Italian time)</td>
<td>Sede di Santa Chiara del Centro Polifunzionale di Gorizia via Santa Chiara, n. 1 - 34170 Gorizia (GO)</td>
</tr>
</tbody>
</table>

Per sostenere il colloquio i candidati devono esibire un valido documento di riconoscimento. / Candidates must come to the interview with a valid identity document.

Eventuali variazioni saranno rese note esclusivamente mediante pubblicazione all’albo ufficiale on line dell’Ateneo / Any change will be made public solely through publication on the University web site http://web.uniud.it/ateneo/normativa/albo_ufficiale

Commissione giudicatrice / Examining Board:

<table>
<thead>
<tr>
<th>Nome e Cognome</th>
<th>Qualifica</th>
<th>SSD</th>
<th>Università</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membri Effettivi / Permanent members</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Renata Kodilja</td>
<td>PA</td>
<td>M-PSI/05</td>
<td>Università degli Studi di Udine</td>
</tr>
<tr>
<td>Nicoletta Vasta</td>
<td>PO</td>
<td>L-LIN/12</td>
<td>Università degli Studi di Udine</td>
</tr>
<tr>
<td>Antonella Poccecco</td>
<td>RU</td>
<td>SPS/08</td>
<td>Università degli Studi di Udine</td>
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<tr>
<td><strong>Membro Supplente / Temporary member</strong></td>
<td></td>
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<tr>
<td>Gian Pietro Zaccomer</td>
<td>RU</td>
<td>M-GGR/02</td>
<td>Università degli Studi di Udine</td>
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