PERSONAL INFORMATIONS

Pierluigi Vaccaneo

twletteratura.org - betwyll.com

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With a degree in Modern Literature from the University of Pavia, I began my career in publishing. I founded a communications company (IVM Multimedia), which is still active today, that I left to dedicate / devote myself to the Cesare Pavese Foundation. As its managing director, I deal with the overall organization, fund raising and the organization / planning / coordination of the Pavese Festival, a festival of art, music and drama, now in its seventeenth edition.

With the Cultural Association, Twitteratura, of which I am co-founder, we use modern technology and current online communication dynamics to promote reading and the approach to cultural content in education, university, and business environments. The Association has theorized the "TwLetteratura Method", which has been recognized by the European Union as a best practice in the dissemination of social reading and a winner of numerous grants at national and international levels.

Betwyll Srl, of which I am the chief executive officer and co-founder, is a startup in social innovation that has developed the web-based application Betwyll to increase the reading experience through sharing and participation offered by the " TwLetteratura Method" with the goal of providing instruction at universities and large companies, and a tool for audience engagement, development, team building and lifelong learning.

Tandem Europe has allowed me to come into contact with the best social innovation projects in Europe, and to work for the creation of new transnational and sustainable processes for community involvement in cultural creation.

We live in the era of Culture 3.0, and of great opportunities in the design of new paradigms and processes for participation in cultural creation and value.

Professional experiences

From Dicember 2016

Culture Management

Betwyll Srl – Via Ormea, 48 – 10125 Torino.
Role: Chief Executive Officer & co-founder
Activity/Business Startup and cultural innovation through new technologies
The objective of the company is to develop and market Betwyll, the web-app created from the "TwLetteratura Method", and apply social reading to teaching, business, and universities (long-life learning), to enable communities and enhance empathy and collaboration between people.

Form October 2015	## Culture Management

Tandem Europe – MitOst – Alt.Moabit, 90 – 10559 Berlin
Role Cultural Manager, Project manager at international level
Activity/Business Cultural collaboration, Civil society, Social innovation
The European program, Tandem Europe, selects cultural managers from all over Europe with the goal to facilitate collaboration between countries, exchange ideas (and), design / plan/ beyond its borders. Tandem Europe is an international network of creative communities that works to create sustainable processes for the development of society through culture.

From January 2012	## Culture Management

Associazione Culturale Twitteratura – Alzaia Naviglio Grande, 46 – 20144 Milano

Role Administration & fund raising
Activity/Business Social innovation, audience engagement & development
The Association's goal is to use new technology and modern communication dynamics to foster and promote the reading of the great classics of Italian and foreign literature. The association has developed a method, called the "TwLetteratura Method", recognized in 2016 as a best practice by the Working Group of European Union Member States' Experts on Promoting Reading in the Digital Environment. The aggregate community around the association is about 30 thousand readers, 15 thousand students and 500 teachers throughout Italy. The association, thanks to the contributions from the Cariplo Foundation and Compagnia di San Paolo, has developed Betwyll, a web-based application through which enable communities and enhance empathy and collaboration between people, students.

From January	## Culture Management

Fondazione Cesare Pavese – P.za Confraternita, 1 – 12058 Santo Stefano Belbo (CN)

Roles Director, administration, funding, organize events and exhibitions.
Activity/Business Cultural dissemination, tourism, events, training, social media, fund raising.
The Cesare Pavese Foundation, made by the Regione Piemonte, Cuneo Province, the Municipality of Santo Stefano Belbo, and the Pavese family, has as its objective the protection and dissemination of the human and intellectual figure of Cesare Pavese. Each year the Foundation organizes live musical and theatrical events, opens Pavese places of interest to tourists, organizes exhibitions in honor of the writer, and collaborates with the University of Eastern Piedmont in Novara to create the "Summer school" for tourism management.

From January 2006 to July 2014	## Journalism

La Nuova Provincia – Via Monsignor Rossi – 14100 Asti

Role Journalist
Activity/Business Journalism

From January 2004 to December 2006	## Communication

IVM Multimedia – Via Regina, 33 – 10124 Torino

Ruolo Founder
Activity/Business Multimedia productions

From 2003 to 2006	## Advisor

Municipality of Santo Stefano Belbo

Role Event manager, press office, digital strategist
Activity/Business Public administration

Form 2003 to 2006	## Consulente

Associazione Cultura & Territorio – Via San Francesco d'Assisi, Torino

Ruolo Event manager, press office
Activity/Business Event organization

EDUCATION	

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| | | Dal 2003 al 2004 | **University researcher** |

University researcher

Università degli Studi di Torino – Facoltà di Lettere e filosofia

Research on Cesare Pavese's bibliography
Activity Research in the Humanities

From Novembre1996 to April 2002

Degree in Humanities

University of Pavia

▪ Thesis in Literature discussed with prof. Stefano Giovanardi entitled: "Anthropology and Psychology in the work and in the cultural activity of Cesare Pavese"
▪ Final vote 110/100 cum laude and mention

July 1996

High school: Liceo Scientifico

PERSONAL SKILLS

Native language: Italiano

Other languages:

COMPREHENSION		SPEAKING		WRITING
Listening	Spoken	Interaction	Production	
C1	C1	C1	C1	C1

English

Levels: A1/2 basic level - B1/2 Intermediate level - C1/2 Advanced Level
Common European Framework of Reference for Languages

Communication skills

Excellent communication skills acquired through years of attendance at events, conferences, presentations, and participation in workshops and seminars as a spokesman/teacher.

Organizational and management skills

Excellent organizational skills acquired during the organization and coordination of the various events in Italiy and abroad. Excellent directorial and managerial skills gained through years of activity at the Cesare Pavese Foundation (oversee multiannual programming, prepare budgets, general administration of the institution). Outstanding qualities in managing online communities thanks to the experience with the Cultural Association Twitteratura.

Professional skills

Strong interpersonal skills, in groups and in the ability to adapt to multicultural and communication environments. Great attitude toward teamwork at the national and international levels and toward the leadership of the various working groups. Good teaching skills acquired through participation in seminars at educational institutes and universities. Fund raising for European projects (Europe for Citizens and Creative Europe) and others (banking and international foundations).

IT skills

Excellent knowledge of Microsoft Office tools. Good command the Adobe suite (Premiere, Photoshop) acquired in the creation of multimedia products offered by IVM Multimedia. Good knowledge of the Wordpress application. Excellent social network management capabilities.

Others skills

Publishing (skills developed in the first years of activity as a copywriter); photography (participated in various courses, staged solo exhibitions, published photographic books), video making (expertise gained in the first years of the IVMMultimedia activities), web content (skills acquired through the activities of the Cultural Association Twitteratura).
Journalist (License no. 131537).

Driving license

B license (Italy and Europe)

Other informations

Publications

- I pubblici della cultura. Audience development, audience engagement. Franco Angeli, 2014.
- Qualcosa di molto serio e prezioso. Il modello americano nell'opera di Cesare Pavese. Saggio pubblicato nel maggio 2003 sulla rivista di critica letteraria "I quaderni del '900" con sede a Roma e Pisa.
- Pavese scopre il mito nel 1931. Saggio pubblicato nel maggio 2004 sulla rivista letteraria "I quaderni del '900"
- Intervista a Fernanda Pivano. Pubblicata sulla rivista letterari "Sincronie, n.15 del maggio 2004. Dipartimento di Studi Filologici con sede presso l'Università Tor Vergata di Roma

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Presentations and seminars

Participation, as a teacher, cultural seminars on innovation and the use of social networks for the dissemination of culture. Collaborations with Fondazione Fitzcarraldo (Specialization Course for Cultural Project) and Scuola Italiana librai.

Honors and awards

The Associazione Culturale Twitteratura entered, in 2013 and in 2015, the short list of the Prize cheFare Doppiozero sponsored by the online magazine. The Association was awarded by Fondazione Cariplo with the incubation program Cultural Innovation in 2014 and the International Book Fair in Turin in 2015 as one of the most innovative startups in the publishing industry in Italy. The Association has been selected for three social innovation programs in Europe: TRANSITION2015, Tandem Europe 2015 Benisi SIAN Award 2016. In 2016, the association has been recognized as good practice by the Working Group of experts from the EU Member States on the Promotion of reading in the digital environment.

Privacy

I authorize the use of my personal data pursuant to Legislative Decree 30 June 2003 n. 196 "Code concerning the protection of personal data".

Santo Stefano Belbo, 23.02.2017

Firmato in originale