



## COOLTOUR - Millennials for Cultural Heritage

Grant Agreement n°: 2021-1-IT03-KA220-YOU-000029203

### Annex 1. Participants' Toolkit

#### SHORT PRESENTATION OF THE PROJECT

“COOLTOUR - Millennials for Cultural Heritage” is a project co-funded by the Erasmus+ Programme of the European Union (Grant Agreement n°: 2021-1-IT03-KA220-YOU-000029203) and aimed at facilitating the exchange of knowledge and experience between millennials and heritage site managers. The **innovative digital platform** we are developing allows users to create and share content related to the historical or modern heritage sites involved in the project, including **vlogs, blogs, heritage-inspired emoticons**, and thematic **routes**. It is designed to promote the active involvement of millennials in cultural heritage and to collect their input for the creation of content and storytelling related to cultural heritage - paving the way to mapping new forms of cultural heritage interpretation. We are also creating a **methodology** aimed at helping **managers** of heritage and archaeological sites understand the importance of using **technology, co-designing processes, and innovative participatory approaches** to engage younger generations. This methodology is intended to help these managers create a **dialogue** with young people and encourage their participation in the **preservation and promotion** of cultural heritage.

#### REASONS WHY TO PARTICIPATE IN THE PROJECT

You can not miss the opportunity to participate COOLTOUR project if you are:

- Curious about your territory and its heritage, and interested in knowing it better
- Curious about testing and experimenting, in preview, a unique App to have your word heard and your opinion communicated about the heritage sites of your territory
- Interested in meeting youngsters with your same interests at the local and international level, living a real intercultural experience
- Interested in working with heritage site managers, museum curators, and artists, sharing ideas and suggestions to improve the accessibility and comprehension of the sites themselves.
- willing to share your creative thinking, communication, and digital skills, in order to make an impact on shifting things and speak on behalf of your generation

#### WHAT PARTICIPANTS ARE SUPPOSED TO DO DURING THE PROJECT?

Participants will be involved in the following activities:

- Participate in pilots at the local level within the selected heritage site, to test the COOLTOUR app in a real environment, creating content and sharing them.
- Participate in pilots with the heritage sites managers, to exchange ideas on how to bring heritage closer to the youngsters
- Amongst the 30 selected Millennials, 10 will be participating in a unique experience in Viminacium Archaeological Park in Serbia (from 27.3.2023 to 1.4.2023) with the other 50 Millennials coming from Italy, Cyprus, Serbia, Slovenia, Hungary, and Croatia to explore the site, co-create contents related to it and test the App as a preview.
- Participants will be required to formally adhere to the project, and help the organizers in collecting feedback (via reports, and video interviews...); pictures and videos will be shared for evaluation and communication purposes in respect of the GDPR.



## DRAFT PROGRAM OF THE ACTIVITIES

The project activities will take place from March to May 2023, according to the following tentative calendar:

- Selection of Youth and Heritage Managers: call launched mid-February / call at the end of February
- Mobility in Serbia: March 27<sup>th</sup> / April 1st
- First international pilot and warm-up meeting: March
- Local pilots: April/May.

## PRACTICAL ARRANGEMENTS FOR THE MOBILITY IN VIMINACIUM

Participants' travels, accommodation, and subsistence costs will be covered by the project.

Participants will receive health and travel insurance issued according to the Erasmus+ Program of the EU.

Participants will be provided with an info kit before departure, containing relevant practical information about the mobility they will attend (logistics, tutors' contacts, local emergency contacts, updated list of cultural institutions, and available complementary activities...).

The working language will be English.

## CONTACTS

For any additional information about the project you can contact: [kome@heritagemanager.hu](mailto:kome@heritagemanager.hu)

## GDPR

In compliance with EU General Data Protection Regulation (GDPR) that came into effect on 25 May 2018, we hereby inform you that the personal data you provide to COOLTOUR PROJECT is included in a file managed by Associazione Enti locali per le attività culturali e di spettacolo, as Data Controller, on behalf of the – EU funded project – COOLTOUR project's partners, and used exclusively for monitoring, evaluation and reporting activities, as well as dissemination of professional communications, newsletters, events or promotions organised directly by any of the COOLTOUR project's partners or by carefully selected third parties.

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