

COOLTOUR - Millennials for Cultural Heritage

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

Launch press release

How to promote the fruition and understanding of heritage sites amongst young generations, being them a direct expression of the complexity of historical, social and cultural conditions, as well as a part of a wider and more complex relation with the built and natural environment? How to foster the dialogue and interaction between youngsters and the professionals managing the heritage sites in our cities and Countries? How to settle a common debate ground between public or private institutions in charge of the safeguard of this complexity of elements and values, with young citizens interested in new and more participative ways of participation?

These are only some of the questions the project **“COOLTOUR - Millennials for Cultural Heritage” (Agreement n°: 2021-1-IT03-KA220-YOU-000029203) co-funded by the Erasmus+ Programme of the European Union**, intends to answer.

Started in March 2022, the project will bring together heritage sites and professionals, Universities and research centres, cultural management organizations, communication experts, students' organizations and young citizens from the **6 European participating Countries: Italy, Republic of Serbia, Slovenia, Cyprus, Croatia and Hungary**.

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During the 24 months of the project, partners will work together to design two main tools, to be tested and assessed in the participating Countries and therefore available at EU level:

- **COOLTOUR digital platform:** an innovative digital platform aimed to promote the active involvement of Millennials and collect their inputs for the creation of contents and storytelling related to cultural heritage. The COOLTOUR platform is a hybrid social media web application allowing users to create and share contents related to the archaeological sites involved in the project, such as reflections on heritage given in vlogs, blogs, inventing new heritage brands, creating heritage inspired emoticons, creating routes for “young heritage” as well as heritage presentation from young people’s perspective, so as to strengthen the link between culture heritage and young generations.
- **COOLTOUR toolkit for heritage managers:** an innovative methodology aimed at making the managers of archaeological sites understand the importance of using technology in creating a dialogue with the younger generations.



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The project has been kicked off during the first partners' meeting held in Limassol, Cyprus, at Cyprus University of Technology in May 2022.

The project will be implemented by a well-diversified consortium, composed by:

- Associazione Enti Locali per le Attività Culturali e di Spettacolo (Italy) - www.assoentilocali.it
- ARHEOLOSKI INSTITUT (Republic of Serbia) - www.ai.ac.rs
- Klub studenata arheologije (Republic of Serbia) - www.f.bg.ac.rs/en2/stud_organizacije/KSA
- STUDENTSKA ORGANIZACIJA UNIVERZE V LJUBLJANI (Slovenia) - www.sou-lj.si
- TECHNOLOGIKO PANEPISTIMIO KYPROU (Cyprus) - www.cut.ac.cy
- Brodoto (Croatia) - www.brodoto.com
- KULTURALIS OROKSEG MENEDZSEREK EGYESULETE (Hungary) - www.heritagemanager.hu

While the project website is under construction, for additional information request you can send an email to Brodoto, in charge of project communication, at the following address: brodoto@ngo.com.

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