

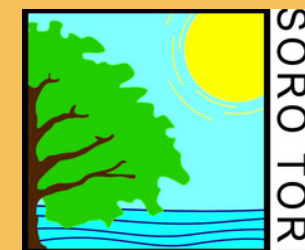


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Erasmus+ Programme Cooperation Partnership in Youth

# COOLTOUR

Youth-driven prototypes from the Social Hackathon



# 3 waves



## We are solving...

..the lack of youth engagement with cultural heritage by making local traditions more appealing and exciting through creative approaches.

## We are going to...

..make cultural heritage more engaging and fun for young people by developing a practical yet enjoyable tool to involve them in local traditions.

## As a desired outcome...

..cultural heritage will be preserved in communities while young people develop a sense of belonging and enthusiasm for their cultural roots.


## First steps are...

- ..to identify existing tools and teaching methods.
- ..to collaborate with community managers and test activities.
- ..to examine school and community approaches, and refine.

**Culture fades when youth curiosity degrades**

## Partners and target audience:

Schools, teachers, communities, municipalities, local libraries.



# Cuisine



## We are solving...

..the problem of unhealthy eating habits and food intolerances in Italy.

## We are going to...

..educate people about mindful nutrition by promoting healthy and regional food practices.

## As a desired outcome...

..healthier food consumption will be promoted, and awareness of traditional cuisine will be restored.

## First steps are...

- ..to develop educational programs for schools.
- ..to research food problems and regional dietary solutions.
- ..to involve communities in cooking events and workshops.

**Reviving traditions through mindful eating habits**



**Partners and target audience:** Everyone, especially families, schools.

# Digitals



## We are solving...

..the communication gap between teachers and students regarding cultural heritage.

## We are going to...

..create webinars, seminars, and digital tools to aid teachers in engaging students with cultural heritage.

## As a desired outcome...

..teachers will be adept in digital tools, and students will be more engaged in cultural topics.

## First steps are...

- ..to conduct online workshops for teachers.
- ..to create digital lesson plans.
- ..encouraging students to lead classes on cultural heritage.

Let's play a cultural heritage game



**Partners and target audience:** Teachers, students, schools.

# Powerpuff Girls



## We are solving...

..the lack of youth awareness about the complexity of cultural heritage.

## We are going to...

..create “food for thought” cards and Instagram posts to spark conversations.

## As a desired outcome...

..there is raised awareness and stimulating discussions on cultural heritage among youth.

## First steps are...

- ★ ..gathering content for cards.
- ★ ..designing visual materials.
- ★ ..spreading into the world.

**Empowering youth to think and act on cultural heritage**



**Partners and target audience:** Aged 16–20, youth workers, organizations.



# Imaginers



## We are solving...

..the disengagement of youth from literature and cultural heritage.

## We are going to...

..create engaging literary experiences in public spaces to capture youth interest.

## As a desired outcome...

..there is an increased youth interest in reading and improvement in their attention span.

## First steps are...

- ..to involve youth in creating content.
- ..creating literary experiences at bus stops.
- ..to promote reading through creative campaigns.

**Stories that spark minds and imaginations**



**Partners and target audience:** Libraries, schools, public transportations.

# Reserved (1)



## We are solving...

..the disconnection from cultural heritage due to youth migration.

## We are going to...

..launch a cultural heritage sticker design competition.

## As a desired outcome...

..youth will creatively engage with their culture, sharing it beyond physical borders.

## First steps are...

- ..organizing the competition and promoting it.
- .. supporting youth in creating stickers.
- ..distributing the winning designs widely.

**Stickers that connect cultures beyond borders**



**Partners and target audience:** Youth centres, artists, schools.

# Reserved (2)



## We are solving...

..the loss of connection to cultural heritage in youth.

## We are going to...

..reinforce the sense of belonging through a bag-painting activity that reflects cultural identity.

## As a desired outcome...

..participants will feel a stronger connection to their cultural roots through creativity.

## First steps are...

- ..securing a venue and materials.
- ..guiding participants in creating culturally inspired designs.
- ..to encourage sharing and discussion of cultural insights.

**Bags that carry stories of cultural heritage**



**Partners and target audience:** Youth, community centres, art groups.

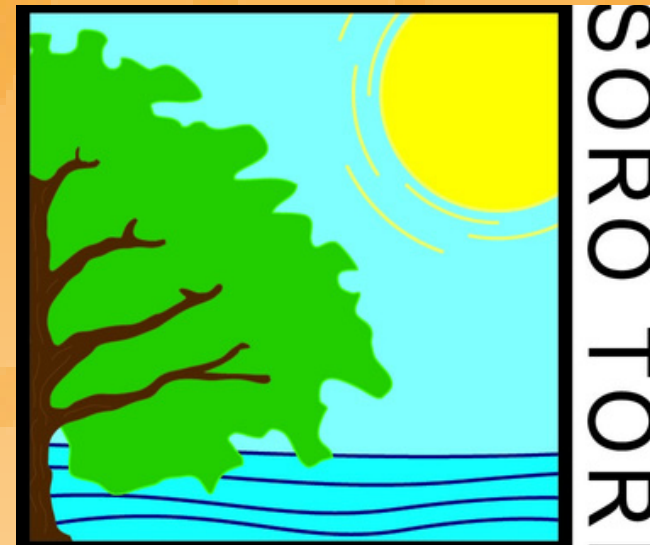




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**Disclaimer:** This powerpoint has been created as a result of WP 2 of the project "COOLTOUR-Cultural heritage as a source of development of future competencies in youth" nr 2022-1-EE01-KA220-YOU-000089197. The project is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.